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*Geraldine Farrar*

1925 EDITION

**RICHARD DIENER COMPANY**  
INCORPORATED

Kentfield - Marin County  
California



# RICHARD DIENER COMPANY

INCORPORATED  
*Kentfield*  
Marin County  
California



No. 293  
*Pola Negri*















## To Our Friends and Customers

### We Present Our Annual Catalog for 1925

For the year 1925 we are introducing an entirely new set of Gladiolus Novelties. They are of very highest quality, having taken about 25,000 seedlings for each new variety produced, all of most carefully figured out crossings. Each variety has been tested from four to five years and no variety has less than five flowers open at once. The colorings are most magnificent and the blooms are of the very largest size.

We are also offering new varieties of Petunias, mostly double, which are of the finest colorings imaginable. The blossoms are of enormous size and excellent quality, the world's finest strains. Other novelties are listed which have been originated by us, and grown with the same care and skill that have made Diener's productions renowned throughout the entire world.

During the season just past it has been our privilege to receive a record number of orders, and while we greatly appreciate this fact, we regard it as an indication of the success of our great efforts to supply only the very finest quality of bulbs and seeds that can be produced.

We carry no other than the Diener varieties of Gladioli which are listed herein. Owing to limited space, we are unable to describe the varieties in detail. However, we aim to give a brief color description, and are using Ridgway's "COLOR STANDARDS AND NOMENCLATURE" as a guide.

In all parts of the world our productions have been exhibited and have been awarded highest honors. Visitors to our gardens have marvelled at the high perfection to which our varieties have been brought, and rightly so, as the perfecting and raising of new and meritorious novelties has been Mr. Diener's foremost occupation.

California grown bulbs will grow in all sections of the country as well as they do on our soil. Many of our customers write us that Eastern growers discourage them in buying bulbs from California, claiming that they will not produce satisfactory growth and blooms. We positively deny this, and have many proofs from all parts of the United States, Canada and foreign lands, that our California bulbs are far superior to any that have ever been marketed. The truth of the matter is that the majority of varieties of the commoner strains, handled by Eastern firms and growers, are raised in California.

**WARNING!** We wish to warn our customers against the buying of our new varieties from doubtful sources. A great many have written us that they purchased bulbs that were supposed to be our varieties, from other dealers at a very cheap price, but later during the flowering season they learned that they had been swindled and had nothing for their money. As there is no law to prevent fraud of this kind, we recommend that you buy directly from us, in order to get the **GENUINE**. In this way you will lose no money, as we fully guarantee our varieties.

### OUR NURSERY

Our nursery is located at Kentfield, fourteen miles north of San Francisco, and may be reached by way of the Northwestern Pacific Ferry. During our flowering season, extending from June to September, we have visitors daily from all parts of the world, and we cordially invite all lovers of flowers to visit our gardens. The premises are closed on Sundays and holidays except by appointment. (Telephone: San Anselmo 1035.)

Owing to lack of space on our premises, we have acquired a large acreage in Sonoma, a point thirty-three miles distant, where our Gladioli are raised under most favorable conditions.

### OUR CATALOG

Our catalog is intended to serve two purposes, one to offer our goods for sale, and the other to render our customers valuable information in every way possible. You will, therefore, find it a handy reference book.

Our business is conducted under the personal direction of Mr. Richard Diener, and the entire resources of the firm are placed at the service of our customers.

Cordially yours,

RICHARD DIENER COMPANY, INCORPORATED.

### Notice to Foreign Customers

Money Orders from foreign countries should be made out to the post office at Kentfield, California, U. S. A.

### Canadian Customers Please Note!

In accordance with the ruling governing the importation of Nursery Stock from the United States into Canada, it will be necessary to obtain a permit from the Secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, and file same with the Collector of Customs before shipment can be cleared. Seeds are exempt from this ruling, and may be shipped into Canada without a permit. Gladiolus bulbs come under the classification of Nursery Stock.

This ruling must be complied with in order to make delivery, and we ask you, in the event of an order, to secure this permit, advising us of the number of same, that we may mark it on the outside wrapper.

## Terms of Sale

While we exercise the utmost care to have our stock true to name, we give no warranty, express or implied, as to crop, and will not be responsible for results, other than to replace stock not true to name. However, we will not replace bulblets not true to name, except in instances where the single bulb is \$1.00 or over.

Bulbs found to be not true to name should be retained by the customer and we replace number that are untrue free of charge. No planting stock or bulblets will be included in this case.

Cash with orders or in advance of shipment. We positively accept no C. O. D. orders. We will accept unused United States Postage Stamps up to the amount of \$2.00.

We do not ship plant or bulb orders for less than \$1.00.

On orders amounting to more than \$25.00, we will give a discount made up of extra bulbs and seeds to the TRADE only.

Our shipping season is from November 1st to May 1st. Because of the Australian and New Zealand planting season being at a different time of the year from ours, we will have specially prepared bulbs of all varieties. These may be had at any time of the year by our customers from the Southern Hemisphere.

We call a bulb anything from an inch or over in diameter.

PRICES IN THIS CATALOG CANCEL ALL PREVIOUS QUOTATIONS.

## Order Early

We strive to fill orders a day or two after they reach us. This is frequently made impossible during the great rush of business in February and March.

We wish to emphasize the fact that it is far better to order seeds before zero weather sets in, so that there will be no danger of it being damaged by frost while in transit. We pack the seeds as warm as possible, but in December, January and February, in localities where the temperature goes below zero, we would recommend to have the seed shipped the latter part of November to insure its safe arrival.

We request our Northern and Eastern customers to send their orders in at an early date, but advise them not to have bulbs shipped until after March 15th, at which time danger of heavy frost will be over.

As we ship goods immediately, we will not acknowledge receipt of orders, except in instances where goods are wanted at a later date.

Delivery to the express or post office of any shipment, properly packed, will constitute fulfillment of an order, and the consignee assumes the responsibility thereafter.

We will not hold ourselves responsible for goods being frozen, if sent during the heavy winter months. We advise deferring shipment until March 15th or later.

We pack our orders carefully, and there is hardly any danger of them being frozen in transit, but if the package should arrive in zero weather, leave it in a cool, frost-protected place for at least two weeks before unpacking, so that if they should have been frozen, they will gradually thaw out. If they are unpacked in a frozen condition and brought into a warm place, they will be killed instantly, while when they are gradually thawed out, there will be no danger or injury to the bulbs, as they can stand quite a bit of frost.

WE PAY ALL POSTAGE

### Join the American Gladiolus Society

If you are a lover of Gladiolus and are looking for detailed information concerning the planting, cultivation and all other facts about this wonderful flower, become a member of THE AMERICAN GLADIOLUS SOCIETY. Send your application with \$2.00 to the Secretary, Mr. John C. Davis, 77 South Avenue, Rochester, New York.



## Please Read Very Carefully Before Ordering

1. We will be glad to make up special assortments of bulbs for our customers who may ask our aid in deciding what to plant. State preference of color and the amount desired, also varieties previously grown.

2. Send in your orders early to insure getting all of the varieties desired, as our stocks are not all of the same size and some varieties may be exhausted later in the season. Please use Order Sheet enclosed in Catalog for this purpose.

3. SUBSTITUTION. If any variety is out of stock, we reserve the right to substitute a similar variety.

### Gladiolus Price List

Bulbs and bulblets will be sold only in the amounts given under each particular variety. Bulblets will be sold in dozen lots only, except where indicated.

\*We especially recommend the starred varieties as exceptionally fine commercial varieties.

No discount is allowed on medium sized bulbs or bulblets.

#### No. 1. "MRS. WILLIAM KENT"

Colors ranging from rose to shrimp pink, overlaid and striped with deeper rose pink. Throat straw color mottled with ruby. The color of this variety is exquisite and suitable for cut flowers. Of rapid growth and a heavy propagator. Flowers are large and spikes tall. Stock limited.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	.....	.....
½ size	.....	1.25	.....
¼ size	.....	.65	.....
Bulblets	.....	.....	2.00

#### No. 4. "SARAH LILLIE"

Reddish lavender; throat ruby mottled with white. Flowers large and spikes well built.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.15	1.00	7.50
½ size	.....	.50	3.75
¼ size	.....	.35	1.90
Bulblets	.....	.25	1.00

#### No. 5. "ALOHA"

Ground color is a deep rosy pink with the tips of the petals shading into carmine. Ruby lip speckled with silver. Flowers are very large and well open. Extra fine variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.50	5.00	40.00
½ size	.25	2.50	20.00
¼ size	.....	1.25	10.00
Bulblets	.....	.50	4.00

#### No. 9. "SAUSALITO"

Rose pink overlaid with bright geranium pink. Magenta throat speckled with white. Flowers very large and heavily ruffled.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.50	4.00	30.00
½ size	.25	2.00	15.00
¼ size	.....	1.00	7.50
Bulblets	.....	.50	3.75

#### \*No. 10. "ANNA EBERIUS"

Deep Rhodamine purple, shading into very deep bordeaux center. This variety has created a sensation everywhere with growers and amateurs alike. As our stock of the same is very limited, we will not sell more than a dozen bulbs to a customer.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.50	.....
½ size	.....	1.25	.....
¼ size	.....	.65	.....
Bulblets	.....	.25	.....

#### No. 13. "SUNSET"

Pale rosy pink overlaid with cerise. Delicate canary throat. Large blooms and very long spikes.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.50	20.00
½ size	.....	1.25	10.00
¼ size	.....	.65	5.00
Bulblets	.....	.25	2.00

#### No. 19. "MYRTLE McNALLY"

Cream with touches of rose pink on the edges. Ruby center with canary lip heavily ruffled.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.50	20.00
½ size	.....	1.25	10.00
¼ size	.....	.65	5.00
Bulblets	.....	.25	2.00



NO. 10

*Anna Eberius*



No. 22. "SAN ANSELMO"

Pure white delicately penciled with ruby pink. Flowers very large and free. Fine for cut flowers.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.10	1.00	8.00
½ size	.....	.60	4.00
¼ size	.....	.35	2.00
Bulblets	.....	.25	1.00

\*No. 23. "DIENER'S AMERICAN BEAUTY"

Brilliant American Beauty color. Throat creamy yellow striped with ruby. One spike opening a large number of flowers at one time forms an immense bouquet. Flowers very large.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.75	7.50	60.00
½ size	.40	3.75	30.00
¼ size	.....	1.90	15.00
Bulblets	.....	.75	6.00

No. 24. "D. J. WHITNEY"

Geranium pink with salmon and rose shading. Lower petals lemon yellow with carmine, opens in a full cluster at the apex of the stem giving the appearance of a canna. Earliest of all, good for forcing.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.75	7.50	60.00
½ size	.40	3.75	30.00
¼ size	.....	1.90	15.00
Bulblets	.....	.75	6.00

No. 29. "VENUS" (1925)

Pure white, lower petals showing faint traces of sulphur yellow and distinct stripes of true purple. Edges heavily ruffled. Very long spikes.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulb	15.00	150.00	.....
½ size	7.50	75.00	.....

No. 31. "PRESIDENT C. C. MOORE"

Begonia rose striped with blackish red purple, also some spots of steel blue. Nice long wiry spikes with large flowers well placed.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.15	1.00	8.00
½ size	.....	.50	4.00
¼ size	.....	.25	2.00
Bulblets	.....	.15	1.00

No. 32. "FAIRFAX"

Solid magenta. Lower petals deep ruby circled with cream.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.15	.75	6.00
½ size	.....	.40	3.00
¼ size	.....	.20	1.50
Bulblets	.....	.15	.75

\*No. 38. "JACK LONDON"

Light salmon with vermilion stripes. Canary yellow throat with ruby stripes. Our best commercial variety and largest propagator. It is perfect in every way. As a cut flower it is our most profitable variety, as we have never been able to supply the demand. Even the smallest bulblet will bring a four foot spike, five months after planting.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.00	16.00
½ size	.....	1.00	8.00
¼ size	.....	.50	4.00
Bulblets	.....	.25	2.00

No. 39. "DR. LINCOLN COTHRAN"

Salmon pink overlaid with steel blue. Yellow lip. Fine form and bloom. Stock limited.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.50	.....
½ size	.....	1.25	.....
¼ size	.....	.65	.....
Bulblets	.....	.25	.....

No. 50. "QUEEN OF THE NIGHT"

Deep maroon, almost black. Flowers very large and open. Withdrawn to increase stock.

No. 67. "MRS. J. K. ARMSBY"

Coral pink, delicately penciled with vermilion near the edges. Throat cream, speckled with ruby. Flowers very large, a great many opening at one time, and of great lasting quality. This is one of our finest productions and is sure to satisfy any critic.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	1.50	15.00	120.00
½ size	.75	7.50	60.00
¼ size	.40	3.75	30.00
Bulblets	.....	1.50	15.00



No. 39

"DR. LINCOLN COTHMAN"



No. 101

"ELSE ROSE"



No. 70. "LILLIAN HARRIS COFFIN"

Shrimp pink overlaid with peach. Lower petals lemon yellow with dashes of ruby. Nice long spikes. Good cut flower variety. Withdrawn to increase stock.

No. 82. "JOHN MERLE COULTER"

Rich scarlet red, almost black throat. Petals of velvet texture, flowers large and flaring. Beautiful variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	1.00	8.00
1/2 size	.....	.50	4.00
1/4 size	.....	.25	2.00
Bulblets	.....	.15	1.00

No. 83. "MRS. WILLARD RICHARDSON"

Deep crimson, maroon center. Petals of very heavy texture. Large flaring blossoms. An unexcelled red which does not fade. Withdrawn to increase stock.

No. 89. "NORMA KRAUSGRILL"

Light rose pink with deep strawberry stripes. Lemon yellow splashes on lower petals covered with spots of ruby.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	1.00	10.00	80.00
1/2 size	.50	5.00	40.00
1/4 size	.....	2.50	20.00
Bulblets	.....	1.00	8.00

No. 90. "CAROLINE FREAR BURKE"

Ground color white, overlaid with rose pink. Brilliant ruby lip.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.15	1.00	8.00
1/2 size	.....	.50	4.00
1/4 size	.....	.25	2.00
Bulblets	.....	.15	1.00

\*No. 96. "RICHARD DIENER"

Pure geranium pink with a slight sprinkling of ruby on creamy yellow center. Large flaring blossoms, rivaling an orchid in beauty. The acme of perfection in coloring. This variety has created a sensation wherever shown.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.75	7.50	60.00
1/2 size	.50	5.00	40.00
1/4 size	.....	2.50	20.00
Bulblets	.....	1.00	8.00

No. 98. "MABLE HUBBARD"

Pure white. Lower petals tinged with pale sulphur yellow, covered with a violet spot. Very fine spikes.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.50	4.00	32.00
1/2 size	.25	2.00	16.00
1/4 size	.....	1.00	8.00
Bulblets	.....	.50	4.00

No. 101. "ELSE ROSE"

Light mallow pink overlaid with light ruby. Creamy yellow throat. Orchid flowering. Extra fine. Stock limited. Only one bulb to a customer.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.75	.....	.....
1/2 size	.40	.....	.....
1/4 size	.....	.....	.....

No. 102. "INA COLLINS"

Tyrian pink striped and spotted with cerise and deep lilac. Lip has circle of primrose edged with light ruby. Orchid flowering. Stock limited. Only one bulb to a customer.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.50	.....	.....
1/2 size	.25	.....	.....

No. 107. "HEART OF JUANITA"

Deep cherry scarlet. Crimson and white throat. A very beautiful variety that does not fade in the sunlight. One of the best dark colored varieties.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.50	20.00
1/2 size	.....	1.25	10.00
1/4 size	.....	.65	5.00
Bulblets	.....	.25	2.50

\*No. 113. "MRS. NEWELL VANDERBILT"

Light salmon pink, heavily ruffled. Throat sulphur yellow, mottled and striped with crimson. Large flowers, clean grower and A-1 variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.50	4.00	32.00
1/2 size	.25	2.00	16.00
1/4 size	.....	1.00	8.00
Bulblets	.....	.50	4.00



No. 113—"MRS. NEWELL VANDERBILT"



No. 117. "SIERRA"

Cream speckled and striped with rose and lilac. Yellow and ruby lip. Flowers large and very heavily ruffled. Strong spikes. Withdrawn to increase stock.

No. 120. "MRS. STANLEIGH ARNOLD"

Soft phlox pink, with violet and liseran purple shading. Lip has markings of Chinese violet. One of the most exquisite colors ever produced in Gladioli. Well formed spikes. Withdrawn to increase stock.

\*No. 130. "THOMAS T. KENT"

Shell pink overlaid with strawberry. Crimson streak on each petal. Very vigorous in growth. This is one of our largest varieties and heaviest propagators. Spikes very tall. It has proven a favorite everywhere.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.00	16.00
½ size	.....	1.00	8.00
¼ size	.....	.50	4.00
Bulblets	.....	.25	2.00

\*No. 136. "ADELINE KENT"

Delicate light rose pink, heavily ruffled from edges to center. Orchid coloring ranging from flesh to new rose on the outer edges. Throat straw color with ruby dashes. This is one of the most beautiful ruffled gladiolus in existence. Flowers are large and appear on nice long spikes.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.50	5.00	40.00
½ size	.25	2.50	20.00
¼ size	.....	1.25	10.00
Bulblets	.....	.50	4.00

No. 145. "MRS. COTHRAN"

Corinthian red and ashes of roses. Very iridescent. An odd color. Fine long spikes.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.50	20.00
½ size	.....	1.25	10.00
¼ size	.....	.65	5.00
Bulblets	.....	.25	2.00

No. 165. "DR. FREDERICK J. V. SKIFF"

Clear flesh pink with light ruby center. Sometimes slightly striped with rose pink. Strong, vigorous growth, abundant foliage. One bulb will very often bring up to 130 perfect flowers six inches in diameter. AWARDED GOLD MEDAL at P. P. I. E., 1915. Stock limited. Only 12 bulbs to a customer.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.50	.....
½ size	.....	1.25	.....
¼ size	.....	.65	.....

No. 166. "DIENER'S WHITE"

Milk white with a faint touch of pink in the throat. Lower petals overlaid with pale orchid. Flowers extra large. AWARDED GOLD MEDAL at P. P. I. E., 1915.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.50	5.00	40.00
½ size	.25	2.50	20.00
¼ size	.....	1.25	10.00
Bulblets	.....	.50	4.00

No. 173. "HAWAII"

Rose pink fading into a lighter center. Lower petals crimson outlined with white. Clean grower, elegant spikes, flowers large.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.50	4.00	32.00
½ size	.25	2.00	16.00
¼ size	.....	1.00	8.00
Bulblets	.....	.50	4.00

No. 174. "ATLANTIS"

Geranium pink overlaid with vermilion. White center with huge spots of scarlet and a deep crimson stripe through the lip. Very large flowers and when open are like Amaryllis. Long spikes.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.50	5.00	40.00
½ size	.25	2.50	20.00
¼ size	.....	1.25	10.00
Bulblets	.....	.50	4.00

\*No. 175. "MRS. LEON DOUGLAS"

Ground color begonia rose striped with flame and brilliant scarlet. Lip pale lemon slightly speckled with ruby. The size of the flowers, we believe, are the largest in existence, and all are very open and well set on long spikes. Spikes are extra long and have up to as many as seven side spikes on each main one. Bulbs are of very large size. One of our finest varieties.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	1.00	10.00	80.00
½ size	.50	5.00	40.00
¼ size	.....	2.50	20.00
Bulblets	.....	1.00	8.00

No. 176. "MISS MAUD FAY"

Pale amaranth pink with a light stripe running through the center of each petal. Edges shading into tyrian pink. Flowers are very open and large. The spikes are never straight, but curve into various directions.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.00	16.00
½ size	.....	1.00	8.00
¼ size	.....	.50	4.00
Bulblets	.....	.25	2.00

No. 177. "JOSEPH FIELD"

Dawn pink, slightly striped with mallow pink and ruby. Lip has stripe of cream white. Fine, long, well built spikes. Flowers of enormous size. First class show variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	5.00	50.00	400.00
½ size	2.50	25.00	200.00
¼ size	1.25	12.50	100.00
Bulblets	.....	5.00	40.00

No. 180. "MRS. TRUXTON BEALE"

Cream, rose pink striped, very large open flowers. Lip yellow and brown sprinkled. Long, well built spikes. A beauty.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.50	20.00
½ size	.....	1.25	10.00
¼ size	.....	.65	5.00
Bulblets	.....	.25	2.00

No. 184. "ALMA"

Hermosa pink blotched with mallow purple. Lip sulphur yellow striped with ruby. Very heavily ruffled. Large flowers on long well built spikes. Stock limited. Only one bulb to each customer.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	2.50	.....	.....
½ size	1.25	.....	.....
¼ size	.65	.....	.....
Bulblets	.....	.....	.....

No. 186. "LILLIAN WEBB"

Strawberry pink with carmine velvety centers, overlaid with maroon and brownish stripes. Slender stems have the appearance of a lily.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.10	.50	4.00
½ size	.....	.35	2.00
¼ size	.....	.25	1.00
Bulblets	.....	.10	.50

No. 187. "COSTA RICA"

Clear orchid, ruffled edges tinged with deeper color. Crimson center. Large fine spikes. Very valuable variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.00	16.00
½ size	.....	1.00	8.00
¼ size	.....	.50	4.00
Bulblets	.....	.25	2.00

\*No. 188. "MRS. MARY STEARNS BURKE"

Canary yellow, overlaid with apricot and tinged with rose. Deep canary center with ruby throat. Long spikes with flowers symmetrically placed; stem wiry and upright. Flowers large. It is one of the finest yellows known so far. Very valuable as a cut flower variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.50	20.00
½ size	.....	1.25	10.00
¼ size	.....	.65	5.00
Bulblets	.....	.25	2.00

\*No. 189. "ELIZABETH GERBERDING"

Shell pink heavily ruffled, shading into rose on the outer edges. Center pale canary and ruby. Spikes large and full.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.15	1.00	8.00
½ size	.....	.50	4.00
¼ size	.....	.25	2.00
Bulblets	.....	.15	1.00





NO. 166

"DIENER'S WHITE"



NO. 67

"MRS. J. K. ARMSBY"



NO. 188

*Mrs. Mary Stearns Burke*

No. 188—MRS. MARY STEARNS BURKE

Richard Diener Company,  
Kentfield, California.

Gentlemen:

The Jack London and Pola Negri bulbs bought from you last winter are now in full bloom and are wonderfully beautiful, surpassing in shape, texture and color anything grown, even by the nursery-men in this section.

Sincerely yours,

WALLACE MILLER, Attorney at Law.

Newton, Kansas.

Richard Diener Co., Inc., Kentfield, Calif.

Gentlemen: Must tell you how pleased everyone is over your wonderful Gladioli. "Dr. F. E. Bennett" was the most wonderful ever grown in this part of the country.

I have hundreds of bulbs, and must say yours excell. I want to start new standards in gladiolus as a cut flower in this part of the country and get more of your bulbs.

Yours truly,

MRS. O. S. FENT.

No. 190. "ALTAMYRA"

Lilac pink, striped with mallow purple. White spotted lip. Flowers of very large size.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	2.00	20.00	160.00
½ size	1.00	10.00	80.00
¼ size	.50	5.00	40.00
Bulblets	.....	2.00	16.00

\*No. 191. "MRS. H. E. BOTHIN"

Light geranium pink, heavily ruffled. Flame scarlet center. Strong, well built spikes; first class show and cut flower variety. One of the loveliest combinations in Gladioli. It has created a sensation wherever produced. A heavy propagator.

Bulbs	.25	2.00	16.00
½ size	.....	1.00	8.00
¼ size	.....	.50	4.00
Bulblets	.....	.25	2.00

No. 192. "VICTORY"

Carmine shading into a lighter center. Lip mottled with white. Flowers are very large, immense long spikes; one of our largest reds. Stock limited. No more than 12 bulbs to a customer.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.50	5.00	.....
½ size	.25	2.50	.....
¼ size	.....	1.25	.....
Bulblets	.....	.50	.....

No. 193. "JONATHAN WEBB"

Light scarlet, a finely penciled white and ruby stripe running through each petal. Ruby mottled center. Very showy variety. Makes elegant lily-like spike with wide open flowers. Only one bulb to a customer.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	.....	.....

No. 198. "ROSS VALLEY"

Salmon pink delicately overlaid with mauve, giving ashes of roses effect. Red peacock eye in the center.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.15	1.00	8.00
½ size	.....	.50	4.00
¼ size	.....	.25	2.00
Bulblets	.....	.15	1.00

\*No. 199. "EMILE ASHE"

Snow white petals. Small cerise blotches on lower petals. Edges heavily ruffled. This is one of the best ruffled varieties ever put out.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.50	20.00
½ size	.....	1.25	10.00
¼ size	.....	.65	5.00
Bulblets	.....	.25	2.00

\*No. 200. "MR. H. A. HYDE"

Snow white with blush pink trace throughout. Finely built spikes. Excellent cut flower variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.50	5.00	40.00
½ size	.25	2.50	20.00
¼ size	.....	1.25	10.00
Bulblets	.....	.50	4.00

\*No. 202. "MRS. JOHN R. WALSH"

Heavily ruffled, flesh pink. Three lower petals of flame shading into dark ruby at the throat. Flowers are very large. This is a seedling of Mrs. Pendleton, Jr. It is a magnificent variety that should be in every collection.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.50	5.00	40.00
½ size	.25	2.50	20.00
¼ size	.....	1.25	10.00
Bulblets	.....	.50	4.00

No. 203. "SIR ROGER CASEMENT"

Ox-blood red, heavily ruffled. Dark maroon stripe through the center of the lip. Of extremely velvety texture.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.50	20.00
½ size	.....	1.25	10.00
¼ size	.....	.65	5.00
Bulblets	.....	.25	2.00

\*No. 204. "FRANK J. SYMMES"

Heavily ruffled peach red, with the three lower petals shading into a flame color and finally into deep crimson. Lip has small spots of silver near the throat. This variety should be in every collection.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.15	1.00	8.00
½ size	.....	.50	4.00
¼ size	.....	.25	2.00
Bulblets	.....	.15	1.00



\*No. 205. "DAVID STARR JORDAN"

Immense flame colored, overlaid with scarlet. Lip mottled with cream. Flowers are very open like Amaryllis, with fine strong upright stems.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.15	1.00	8.00
½ size	.....	.50	4.00
¼ size	.....	.25	2.00
Bulblets	.....	.15	1.00

\*No. 206. "WILLIAM KENT"

Creamy shell pink with golden ochre center. Flowers very large. Declared by experts to be the best ruffled Gladiolus yet produced, considering size and amount of flowers open at one time. Fifteen open flowers at once is no rarity, while most four flowers at one time. Withdrawn to increase stock.

No. 211. "ZOE"

Deep magenta, velvet maroon center. Very large flowers. Exceptionally fine color.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	1.50	15.00	120.00
½ size	.75	7.50	60.00
¼ size	.40	3.75	30.00
Bulblets	.....	1.50	12.00

No. 213. "MRS. LILLIAN GUERNSEY"

Light buff yellow spotted with pink. Canary yellow center. Ruffled edges. Flowers very large. Withdrawn to increase stock.

No. 216. "MARTHA FERNEKES"

Iris blue, with large violet spot on the lower petals. Odd and beautiful variety admired by everyone. As our stock of this variety is limited, we cannot sell more than six bulbs to a customer. No small sizes.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	1.00	.....	.....

No. 218. "YOSEMITE"

Geranium red shading into rose doree. Light stripe through the center of each petal. Lip pale lemon yellow. Flowers very large and open. Spikes often reach a height of seven feet.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	1.00	10.00	80.00
½ size	.50	5.00	40.00
¼ size	.....	2.50	20.00
Bulblets	.....	1.00	8.00

No. 220. "ELDIVA"

Cerise with a lighter stripe running through the center. Penciled with crimson. Long spikes. First class show variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	1.00	10.00	80.00
½ size	.50	5.00	40.00
¼ size	.....	2.50	20.00
Bulblets	.....	1.00	8.00

No. 221. "LONDON SMOKE"

Corinthian Red shading into Bordeaux on the outer edges of the petals. Fine light stripe running through the center of each petal. Lip speckled with ruby. Large flowers, long spikes. A very odd variety and good strong grower.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.00	16.00
½ size	.....	1.00	8.00
¼ size	.....	.50	4.00
Bulblets	.....	.25	2.00

No. 226. "PASADENA"

Turkish red iridescent, flame orange striped. Lip white overlaid with ruby. Blooms of enormous size, and petals flaring. Very tall spikes, each one a bouquet in itself.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	1.00	8.00	64.00
½ size	.50	4.00	32.00
¼ size	.....	2.00	16.00
Bulblets	.....	1.00	8.00

\*No. 232. "FLAME"

Flame orange. Yellow lip, well built spikes.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	1.00	10.00	80.00
½ size	.50	5.00	40.00
¼ size	.....	2.50	20.00
Bulblets	.....	1.00	8.00



No. 189—"ELIZABETH GERBERDING"



No. 204—"FRANK J. SYMMES"



No. 234. "BELVEDERE"

Grenadine pink, overlaid with strawberry pink. Lip, apricot with large spot of pomegranate purple, also a faint stripe of greenish yellow running through the center of each lip. Fine long spikes.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	3.00	30.00	240.00
½ size	1.50	15.00	120.00
¼ size	.75	7.50	60.00
Bulblets	.....	3.00	24.00

No. 236. "MARIN"

Picric yellow, with faint traces of ruby in the throat. Ruffled edges, fine cut flower variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.00	16.00
½ size	.....	1.00	8.00
¼ size	.....	.50	4.00
Bulblets	.....	.25	2.00

No. 237. "THOMAS A. EDISON"

Clear begonia rose. Large deep blood red spots on the lower petals. Flowers very large. First class show variety. Only one bulb to a customer.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	5.00	.....	.....
½ size	2.50	.....	.....
¼ size	1.25	.....	.....

No. 240. "SALOME JANE"

Geranium pink, lower petals scarlet spotted with deep ruby. Flowers very large; a beauty.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.50	5.00	40.00
½ size	.25	2.50	20.00
¼ size	.....	1.25	10.00
Bulblets	.....	.50	4.00

No. 241. "VICTORIA FREDERICKS"

Eosine pink, overlaid with flame orange. Yellow lip with ruby speckles. Flowers immense, early flowering. One of the finest pinks. Withdrawn to increase stock.

No. 244. "BOLINAS"

Cream white with faint ruby stripes. Lip pale sulphur tinge. Fine long and well built spikes. Flowers of good size.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	2.00	20.00	160.00
½ size	1.00	10.00	80.00
¼ size	.50	5.00	40.00
Bulblets	.....	2.00	16.00

No. 246. "MIMI STAHLBAUM"

Creamy white tinged with pale orchid. Lip yellow with small ruby spots. Exquisite variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	2.00	20.00	160.00
½ size	1.00	10.00	80.00
¼ size	.50	5.00	40.00
Bulblets	.....	2.00	16.00

No. 257. "CALIFORNIA GIANT"

Light mallow purple, thin white stripe running through the center of each petal. Very large.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	3.00	30.00	240.00
½ size	1.50	15.00	120.00
¼ size	.75	7.50	60.00
Bulblets	.....	3.00	24.00

No. 265. "ANNE THOMPSON"

Very pale sulphur yellow with a faint trace of shell pink and splashes of ruby in the throat. A first class variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	3.00	30.00	240.00
½ size	1.50	15.00	120.00
¼ size	.75	7.50	60.00
Bulblets	.....	3.00	24.00

No. 266. "CAROLINE ESBERG"

Flame scarlet red. No markings with the exception of a fine crimson stripe through the center of the lower petals. Most vivid red imaginable. The color of this variety will not fade under any condition. No more than one bulb to a customer.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	4.00	.....	.....
½ size	2.00	.....	.....
¼ size	1.00	.....	.....
Bulblets	.50	.....	.....



NO. 199

*Emilie Ashe*



NO. 24

*D.J. Whitney*



No. 268. "PAPILIO"

Shrimp pink and apricot. Lip real lemon yellow, speckled with ruby. Immense flowers, very long, strong spikes. Withdrawn to increase stock.

No. 269. "GEISHA"

Cream yellow, bright canary center, overlaid with ruby. Long sturdy spikes. Only one bulb to a customer.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	10.00	.....	.....
½ size	5.00	.....	.....
¼ size	2.50	.....	.....
Bulblets	1.25	.....	.....

No. 272. "ADELINA PATTI" (1925)

Mallow pink with light mallow purple markings. Maize yellow spot on the lower petals with stripes of pansy purple. Flowers four to five inches across.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulb	3.00	.....	.....
½ size	1.50	.....	.....

No. 276. "BERNARD SHAW"

Very pale lilac delicately penciled with light phlox purple. Faint dashes of lemon on lower petals. Flowers immense. Very open Amaryllis shaped. Long, well built spikes. Withdrawn to increase stock.

No. 277. "BEATRIZ MICHELENA"

Peach red overlaid with fiery orange. A thin ruby stripe through lower petals surrounded with white speckles. Large flowers, many opening at once and of lasting quality. This variety is perfect in every detail and a masterpiece in Gladioli.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	2.00	20.00	160.00
½ size	1.00	10.00	80.00
¼ size	.50	5.00	40.00
Bulblets	.....	2.00	16.00

No. 281. "DEL MONTE"

Aster purple, lighter toward the center. White stripe through the center of each petal. White lip striped with ruby. Large flowers on strong, well built spikes.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	2.50	25.00	200.00
½ size	1.25	12.50	100.00
¼ size	.65	6.25	50.00
Bulblets	.....	2.50	20.00

No. 282. "PHINI"

Cameo pink blotched and striped with aster purple. Large spots of purple on the lip. Very free flowering. Enormous blooms, fine long spikes. An improvement on AMERICA.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	10.00	100.00	.....
½ size	5.00	50.00	.....
¼ size	2.50	25.00	.....
Bulblets	1.25	10.00	.....

\*No. 283. "NECTARINE"

Peach red, with yellow and ruby centers. Flowers large. Long spikes. Very heavy propagator.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.50	5.00	40.00
½ size	.25	2.50	20.00
¼ size	.....	1.25	10.00
Bulblets	.....	.50	4.00

\*No. 285. "MRS. RUDOLPH SPRECKELS"

Light shrimp pink with bright rose stripes. Lip has apricot shadings and a large spot of ruby. Long full spikes. A-1 Show and Cut flower variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.50	20.00
½ size	.....	1.25	10.00
¼ size	.....	.65	5.00
Bulblets	.....	.25	2.00

No. 286. "RUTH TAYLOR"

Snow white without any markings. Violet stamens. Flowers six to seven inches in diameter. Very long, strong spikes. We believe that this is the first real white of large size. Withdrawn to increase stock.



Buy Bulbs Now at Harvest Prices

# RICHARD DIENER COMPANY, INC.

Say "MERRY CHRISTMAS" with DIENER BULBS AND SEEDS. See page 6 for prices on our special collections attractively priced and packaged for CHRISTMAS GIFTS.

Originators and Growers of  
GLADIOLUS, AMARYLLIS and  
RUFFLED MONSTER  
PETUNIAS

World-Famous for Size and High Quality

General Office: KENTFIELD, CALIF.  
Trial Grounds: KENTFIELD and SONOMA, CALIF.

The blue of the California skies under which they are grown is in DIENER'S DELPHINIUMS. Resistant to mildew and root rot.

SPECIAL TRIAL  
PACKET, 50c

THIS SPECIAL LIST offers you opportunity to make an early selection of gladiolus bulbs, just now while the crop is being dug and when stocks are largest. All our novelties are listed.

Although our complete catalog will be mailed early in January, we suggest that you make up your list of gladiolus, particularly if you want genuine Diener creations. We lead the world in number of high score named varieties of gladiolus which we have originated and our stocks are very complete this season. If you so desire, we will hold your order for spring shipment, provided it is placed in accordance with our terms of sale.

It takes about 25,000 seedlings for each variety of Gladiolus we produce. Every one is a carefully selected crossing and each has been tested from four to five years. When in full bloom no variety has less than five flowers out at once, most blooms are of large size and the colorings are

magnificent. Unprejudiced experts tell us we lead the world in the perfection and high quality of our gladiolus.

This same quality and distinction is also characteristic of our Amaryllis, Ruffled Monster Petunias and other floral and plant novelties.

Please Order by Number and note that where prices are not quoted we do not sell the size or the quantity indicated. For example, No. 4, we do not sell a single bulb of the half or quarter sizes, dozen lots being the smallest quantity packed; while in bulblets we pack only in lots of a hundred.

As all varieties of Gladiolus bulbs are not of the same size, it is impossible to list the different sizes according to measure. For this reason we have adopted the following system. A large bulb is the full size of its respective variety, one-half size is half of it, while one-quarter-size bulb is one-quarter the size of the large bulb.

\*Starred varieties are especially fine, commercially.

## No. 1. "MRS. WILLIAM KENT"

Colors ranging from rose to shrimp pink, overlaid and striped with deeper rose pink. Throat straw color mottled with ruhy. The color of this variety is exquisite and suitable for cut flowers. Of rapid growth and a heavy propagator. Flowers are large and spikes tall. Not more than one dozen bulbs to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each	.25			
Dozen	2.50			

## No. 4. "SARAH LILLIE"

Reddish lavender; throat ruhy mottled with white. Flowers large and spikes well built.

	Bulbs	½ size	¼ size	Bulblets
Each	.15			
Dozen	1.00	.50	.35	
Hundred	7.50	3.75	1.90	1.00

## No. 5. "ALOHA"

Ground color is a deep rosy pink with the tips of the petals shading into carmine. Ruhy lip speckled with silver. Flowers are very large and well open.

	Bulbs	½ size	¼ size	Bulblets
Each	.25	.25		
Dozen	5.00	2.50	1.25	
Hundred	40.00	20.00	10.00	4.00

## No. 9. "SAUSALITO"

Rose pink overlaid with bright geranium pink. Magenta throat speckled with white. Flowers very large and heavily ruffled.

	Bulbs	½ size	¼ size	Bulblets
Each	.25			
Dozen	2.00	1.00	.50	
Hundred	16.00	8.00	4.00	2.00
Thousand				16.00

## \*No. 10. "ANNA EBERIUS"

Deep Rhodamine purple, shading into very deep bordeaux center. This variety has created a sensation everywhere with growers and amateurs alike. Not more than one dozen bulbs to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each	.25			
Dozen	2.00			

## No. 13. "SUNSET"

Pale rosy pink overlaid with cerise. Delicate canary throat. Large blooms and very long spikes.

	Bulbs	½ size	¼ size	Bulblets
Each	.25			
Dozen	2.00	1.00	.50	
Hundred	16.00	8.00	4.00	2.00
Thousand				16.00

## No. 19. "MYRTLE McNALLY"

Cream with touches of rose pink on the edges. Ruhy center with canary lip heavily ruffled.

	Bulbs	½ size	¼ size	Bulblets
Each	.25			
Dozen	2.50	1.25	.65	
Hundred	20.00	10.00	5.00	

## No. 22. "SAN ANSELMO"

Pure white delicately penciled with ruhy pink. Flowers very large and free. Fine for cut flowers.

	Bulbs	½ size	¼ size	Bulblets
Each	.10			
Dozen	1.00	.50	.25	
Hundred	8.00	4.00	2.00	1.25
Thousand				8.00

## \*No. 23. "DIENER'S AMERICAN BEAUTY"

Brilliant American Beauty color. Throat creamy yellow striped with ruhy. One spike opening a large number of flowers at one time forms an immense bouquet. Flowers very large.

	Bulbs	½ size	¼ size	Bulblets
Each	.50	.25		
Dozen	5.00	2.50	1.25	
Hundred	40.00	20.00	10.00	5.00

## No. 24. "D. J. WHITNEY"

Geranium pink with salmon and rose shading. Lower petals lemon yellow with carmine, opens in a full cluster at the apex of the stem giving the appearance of a canna. Earliest of all, good for forcing.

	Bulbs	½ size	¼ size	Bulblets
Each	.75	.40		
Dozen	7.50	3.75	1.90	
Hundred	60.00	30.00	15.00	7.50



**No. 29. "VENUS" (1925)**

Pure white, lower petals showing faint traces of sulphur yellow and distinct stripes of true purple. Edges heavily ruffled. Very long spikes.

	Bulbs	½ size	¼ size	Bulblets
Each .....	10.00	5.00	.....	.....
Dozen .....	100.00	50.00	.....	.....

**No. 31. "PRESIDENT C. C. MOORE"**

Begonia rose striped with blackish red purple, also some spots of steel blue. Nice long wiry spikes with large flowers well placed.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.15	.....	.....	.....
Dozen .....	1.00	.50	.25	.....
Hundred .....	6.00	4.00	2.00	1.25
Thousand .....	60.00	30.00	15.00	6.00

**No. 32. "FAIRFAX"**

Solid magenta. Lower petals deep ruby circled with cream.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.15	.....	.....	.....
Dozen .....	.75	.40	.20	.....
Hundred .....	6.00	3.00	1.50	1.25
Thousand .....	46.00	24.00	12.00	6.00

**\*No. 38. "JACK LONDON"**

Light salmon with vermilion stripes. Canary yellow throat with ruby stripes. Our best commercial variety and largest propagator. It is perfect in every way. As a cut flower it is our most profitable variety, as we have never been able to supply the demand. Even the smallest bulblet will bring a four foot spiko, five months after planting.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25	.....	.....	.....
Dozen .....	2.00	1.00	.50	.....
Hundred .....	15.00	7.50	3.75	2.00
Thousand .....	120.00	60.00	30.00	15.00

**No. 67. "MRS. J. K. ARMSBY"**

Coral pink, delicately penciled with vermilion near the edges. Throat cream, speckled with ruby. Flowers very large, a great many opening at one time, and of great lasting quality. This is one of our finest productions and is sure to satisfy any critic.

	Bulbs	½ size	¼ size	Bulblets
Each .....	1.00	.50	.25	.....
Dozen .....	10.00	5.00	2.50	1.25
Hundred .....	80.00	40.00	20.00	10.00

**No. 82. "JOHN MERLE COULTER"**

Rich scarlet red, almost black throat. Petals of velvet texture, flowers large and flaring. Beautiful variety.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25	.....	.....	.....
Dozen .....	2.00	1.00	.50	.....
Hundred .....	10.00	8.00	4.00	.....

**No. 89. "NORMA KRAUSGRILL"**

Light rose pink with deep strawberry stripes. Lemon yellow splashes on lower petals covered with spots of ruby.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.75	.40	.....	.....
Dozen .....	7.50	3.75	1.90	1.00
Hundred .....	60.00	30.00	15.00	7.50

**No. 90. "CAROLINE FREAR BURKE"**

Ground color white, overlaid with rose pink. Brilliant ruby lip.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.15	.....	.....	.....
Dozen .....	1.00	.50	.25	.....
Hundred .....	8.00	4.00	2.00	1.25

**\*No. 96. "RICHARD DIENER"**

Pure geranium pink with a slight sprinkling of ruby on creamy yellow center. Large flaring blossoms, rivaling an orchid in beauty. The acme of perfection in coloring. This variety has created a sensation wherever shown.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.50	.25	.....	.....
Dozen .....	5.00	2.50	1.25	.....
Hundred .....	40.00	20.00	10.00	5.00

**No. 107. "HEART OF JUANITA"**

Deep cherry scarlet. Crimson and white throat. A very beautiful variety that does not fade in the sunlight. One of the best dark colored varieties.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25	.....	.....	.....
Dozen .....	2.50	1.25	.65	.....
Hundred .....	20.00	10.00	5.00	2.50

**\*No. 113. "MRS. NEWELL VANDERBILT"**

Light salmon pink, heavily ruffled. Throat sulphur yellow, mottled and striped with crimson. Large flowers, clean grower and A-1 variety.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.50	.25	.....	.....
Dozen .....	4.00	2.00	1.00	.....
Hundred .....	32.00	16.00	8.00	4.00
Thousand .....	.....	.....	.....	30.00

**\*No. 130. "THOMAS T. KENT"**

Shell pink overlaid with strawberry. Crimson streak on each petal. Very vigorous in growth. This is one of our largest varieties and heaviest propagators. Spikes very tall. It has proven a favorite everywhere.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25	.....	.....	.....
Dozen .....	2.00	1.00	.50	.....
Hundred .....	16.00	8.00	4.00	2.00
Thousand .....	120.00	60.00	30.00	15.00

**\*No. 136. "ADELINE KENT"**

Delicate light rose pink, hoavily ruffled from edges to center. Orchid coloring ranging from flesh to new rose on the outer edges. Throat straw color with ruby dashes. This is one of the most beautiful ruffled gladiolus in existence. Flowers are large and appear on nice long spikes. Not more than one dozen bulbs to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.50	.25	.....	.....
Dozen .....	5.00	2.50	.....	.....

**No. 145. "MRS. COTHRAN"**

Corinthian red and ashes of roses. Very iridescent. An odd color. Fine long spikes.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25	.....	.....	.....
Dozen .....	2.50	1.25	.65	.....
Hundred .....	20.00	10.00	5.00	2.50

**No. 173. "HAWAII"**

Rose pink fading into a lighter center. Lower petals crimson outlined with white. Clean grower, elegant spikes, flowers large.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.50	.25	.....	.....
Dozen .....	4.00	2.00	1.00	.....
Hundred .....	32.00	16.00	8.00	4.00

**No. 174. "ATLANTIS"**

Geranium pink overlaid with vermilion. White center with huge spots of scarlet and a deep crimson stripe through the lip. Very large flowers and when open are like Amaryllis. Long spikes.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.50	.25	.....	.....
Dozen .....	5.00	2.50	1.25	.....
Hundred .....	40.00	20.00	10.00	5.00

**\*No. 175. "MRS. LEON DOUGLAS"**

Ground color begonia rose striped with flame and brilliant scarlet. Lip pale lemon slightly speckled with ruby. The size of the flowers, we believe, are the largest in existence, and all are very open and well set on long spikes. Spikes are extra long and have up to as many as seven side spikes on each main one. Bulbs are of very large size. One of our finest varieties.

	Bulbs	½ size	¼ size	Bulblets
Each .....	1.00	.50	.25	.....
Dozen .....	10.00	5.00	2.50	1.25
Hundred .....	80.00	40.00	20.00	10.00

**No. 176. "MISS MAUD FAY"**

Pale amaranth pink with a light stripe running through the center of each petal. Edges shading into tyrian pink. Flowers are very open and large. The spikes are never straight, but curve into various directions.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25	.....	.....	.....
Dozen .....	2.00	1.00	.50	.....
Hundred .....	16.00	8.00	4.00	2.00
Thousand .....	.....	.....	.....	16.00

**No. 177. "JOSEPH FIELD"**

Dawn pink, slightly striped with mallow pink and ruby. Lip has stripe of cream white. Fine, long, well built spikes. Flowers of enormous size. First class show variety.

	Bulbs	½ size	¼ size	Bulblets
Each .....	3.00	1.50	.75	.....
Dozen .....	25.00	12.50	6.25	3.00
Hundred .....	.....	.....	3.00	24.00

**No. 180. "MRS. TRUXTON BEALE"**

Cream, rose pink striped, very large open flowers. Lip yellow and brown sprinkled. Long, well built spikes. A beauty.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25	.....	.....	.....
Dozen .....	2.50	1.25	.65	.....
Hundred .....	20.00	10.00	5.00	2.50

**No. 187. "COSTA RICA"**

Clear orchid, ruffled edges tinged with deeper color. Crimson center. Large fine spikes. Very valuable variety.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25	.....	.....	.....
Dozen .....	2.00	1.00	.50	.....
Hundred .....	16.00	8.00	4.00	2.00
Thousand .....	120.00	60.00	30.00	15.00

**\*No. 188. "MRS. MARY STEARNS BURKE"**

Canary yellow, overlaid with apricot and tinged with rose. Deep canary center with ruby throat. Long spikes with flowers symmetrically placed; stem wiry and upright. Flowers large. It is one of the finest yellows known so far. Very valuable as a cut flower variety.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25	.....	.....	.....
Dozen .....	2.00	1.00	.50	.....
Hundred .....	15.00	7.50	3.75	2.00
Thousand .....	120.00	60.00	30.00	15.00

**\*No. 189. "ELIZABETH GERBERDING"**

Shell pink heavily ruffled, shading into rose on the outer edges. Center pale canary and ruby. Spikes large and full.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.15	.....	.....	.....
Dozen .....	1.00	.50	.25	.....
Hundred .....	8.00	4.00	2.00	1.25
Thousand .....	.....	.....	.....	8.00



**\*No. 191. "MRS. H. E. BOTHIN"**

Light geranium pink, heavily ruffled. Flame scarlet center. Strong, well built spikes; first class show and cut flower variety. One of the loveliest combinations in Gladioli. It has created a sensation wherever produced. A heavy propagator.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25			
Dozen .....	2.00	1.00	.50	
Hundred .....	16.00	8.00	4.00	2.00
Thousand .....				10.00

**No. 193. "JONATHAN WEBB"**

Light scarlet, a finely penciled white and ruby stripe running through each petal. Ruby mottled center. Very showy variety. Makes elegant lily-like spike with wide open flowers. Not more than one dozen bulbs to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25			
Dozen .....	2.50			

**No. 198. "ROSS VALLEY"**

Salmon pink delicately overlaid with mauve, giving ashes of roses effect. Red peacock eye in the center.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.15			
Dozen .....	1.00	.50	.25	
Hundred .....	8.00	4.00	2.00	1.25
Thousand .....				8.00

**\*No. 199. "EMILE ASHE"**

Snow white petals. Small cerise blotches on lower petals. Edges heavily ruffled. This is one of the best ruffled varieties ever put out.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25			
Dozen .....	2.50	1.25	.65	
Hundred .....	20.00	10.00	5.00	2.50

**\*No. 200. "MR. H. A. HYDE"**

Snow white with lush pink trace throughout. Finely built spikes. Excellent cut flower variety.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.50	.25		
Dozen .....	5.00	2.50	1.25	
Hundred .....	40.00	20.00	10.00	5.00

**\*No. 202. "MRS. JOHN R. WALSH"**

Heavily ruffled, flesh pink. Three lower petals of flame shading into dark ruby at the throat. Flowers are very large. This is a seedling of Mrs. Pondleton, Jr. It is a magnificent variety that should be in every collection.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.50	.25		
Dozen .....	5.00	2.50	1.25	
Hundred .....	40.00	20.00	10.00	5.00

**No. 203. "SIR ROGER CASEMENT"**

Ox-blood red, heavily ruffled. Dark maroon stripe through the center of the lip. Of extremely velvety texture. Not more than one dozen bulbs to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25			
Dozen .....	2.50			

**\*No. 204. "FRANK J. SYMMES"**

Heavily ruffled peach red, with the three lower petals shading into a flame color and finally into deep crimson. Lip has small spots of silver near the throat. This variety should be in every collection.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.15			
Dozen .....	1.00	.50	.25	
Hundred .....	8.00	4.00	2.00	1.25
Thousand .....	64.00	32.00	16.00	8.00

**\*No. 206. "WILLIAM KENT"**

Creamy shell pink with golden ochre center. Flowers very large. Declared by experts to be the best ruffled Gladiolus yet produced, considering size and amount of flowers open at one time. Fifteen open flowers at once is no rarity.

	Bulbs	½ size	¼ size	Bulblets
Each .....	1.00	.50	.25	
Dozen .....	10.00	5.00	2.50	1.25
Hundred .....	80.00	40.00	20.00	8.00

**No. 218. "YOSEMITE"**

Geranium red shading into rose doree. Light stripe through the center of each petal. Lip pale lemon yellow. Flowers very large and open. Spikes often reach a height of seven feet.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.50	.25		
Dozen .....	5.00	2.50	1.25	
Hundred .....	40.00	20.00	10.00	5.00

**No. 220. "ELDIVA"**

Cerise with a lighter stripe running through the center. Penciled with crimson. Long spikes. First class show variety.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.50	.25		
Dozen .....	5.00	2.50	1.25	
Hundred .....	40.00	20.00	10.00	5.00

**No. 221. "LONDON SMOKE"**

Corinthian Red shading into Bordeaux on the outer edges of the petals. Fine light stripe running through the center of each petal. Lip speckled with ruby. Large flowers, long spikes. A very odd variety and good strong grower.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25			
Dozen .....	2.00	1.00	.50	
Hundred .....	16.00	8.00	4.00	2.00
Thousand .....	120.00	60.00	30.00	10.00

**\*No. 232. "FLAME"**

Flame orange. Yellow lip, well built spikes.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.50	.25		
Dozen .....	5.00	2.50	1.25	
Hundred .....	40.00	20.00	10.00	5.00
Thousand .....				40.00

**No. 234. "BELVEDERE"**

Grenadine pink, overlaid with strawberry pink. Lip, apricot with large spot of pomegranate purple, also a faint stripe of greenish yellow running through the center of each lip. Fine long spikes.

	Bulbs	½ size	¼ size	Bulblets
Each .....	3.00	1.50	.75	
Dozen .....	30.00	15.00	7.50	3.00
Hundred .....	240.00	120.00	60.00	24.00

**No. 236. "MARIN"**

Pieric yellow, with faint traces of ruby in the throat. Ruffled edges, fine cut flower variety.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25			
Dozen .....	2.00	1.00	.50	
Hundred .....	16.00	8.00	4.00	2.00
Thousand .....				15.00

**No. 240. "SALOME JANE"**

Geranium pink, lower petals scarlet spotted with deep ruby. Flowers very large; a beauty.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25			
Dozen .....	2.50	1.25	.65	
Hundred .....	20.00	10.00	5.00	2.50
Thousand .....				20.00

**No. 244. "BOLINAS"**

Cream white with faint ruby stripes. Lip pale sulphur tinge. Fine long and well built spikes. Flowers of good size.

	Bulbs	½ size	¼ size	Bulblets
Each .....	2.00	1.00	.50	
Dozen .....	20.00	10.00	5.00	2.00
Hundred .....	160.00	80.00	40.00	16.00

**No. 257. "CALIFORNIA GIANT"**

Light mallow purple, thin white stripe running through the center of each petal. Very large.

	Bulbs	½ size	¼ size	Bulblets
Each .....	1.50	.75	.40	
Dozen .....	15.00	7.50	3.75	1.90
Hundred .....	120.00	60.00	30.00	15.00

**No. 265. "ANNE THOMPSON"**

Very pale sulphur yellow with a faint trace of shell pink and splashes of ruby in the throat. A first class variety.

	Bulbs	½ size	¼ size	Bulblets
Each .....	3.00	1.50	.75	
Dozen .....	30.00	15.00	7.50	3.00
Hundred .....	240.00	120.00	60.00	24.00

**No. 266. "CAROLINE ESBERG"**

Flame scarlet red. No markings with the exception of a fine crimson stripe through the center of the lower petals. Most vivid red imaginable. The color of this variety will not fade under any condition.

	Bulbs	½ size	¼ size	Bulblets
Each .....	2.00	1.00	.50	
Dozen .....	20.00	10.00	5.00	2.50
Hundred .....	160.00	80.00	40.00	20.00

**No. 272. "ADELINA PATTI" (1925)**

Mallow pink with light mallow purple markings. Maize yellow spot on the lower petals with stripes of pansy purple. Flowers four to five inches across.

	Bulbs	½ size	¼ size	Bulblets
Each .....	1.50			
Dozen .....	15.00			

**No. 277. "BEATRIZ MICHELENA"**

Peach red overlaid with fiery orange. A thin ruby stripe through lower petals surrounded with white speckles. Large flowers, many opening at once and of lasting quality. This variety is perfect in every detail and a masterpiece in Gladioli.

	Bulbs	½ size	¼ size	Bulblets
Each .....	2.00	1.00	.50	
Dozen .....	20.00	10.00	5.00	2.50
Hundred .....	160.00	80.00	40.00	20.00

**No. 281. "DEL MONTE"**

Aster purple, lighter toward the center. White stripe through the center of each petal. White lip striped with ruby. Large flowers on strong, well built spikes.

	Bulbs	½ size	¼ size	Bulblets
Each .....	1.00	.50	.25	
Dozen .....	10.00	5.00	2.50	1.00
Hundred .....	80.00	40.00	20.00	8.00

**No. 282. "PHINI"**

Cameo pink blotched and striped with aster purple. Large spots of purple on the lip. Very free flowering. Enormous blooms, fine long spikes. An improvement on AMERICA.

	Bulbs	½ size	¼ size	Bulblets
Each .....	10.00	5.00	2.50	1.25
Dozen .....	100.00	50.00	25.00	12.50

**\*No. 283. "NECTARINE"**

Peach red, with yellow and ruby centers. Flowers large. Long spikes. Very heavy propagator.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.50	.25		
Dozen .....	5.00	2.50	1.25	
Hundred .....	40.00	20.00	10.00	5.00



**\*No. 285. "MRS. RUDOLPH SPRECKELS"**

Light shrimp pink with bright rose stripes. Lip has apricot shadings and a large spot of ruby. Long full spikes. A-1 Show and Cut Flower variety.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25			
Dozen .....	2.00	1.00	.50	
Hundred .....	20.00	10.00	5.00	2.50
Thousand .....	160.00	80.00	40.00	20.00

**\*No. 293. "POLA NEGRÍ"**

Apricot with yellow lip. Ruffled, shading into old rose and salmon on the outer edges. One of the loveliest color combinations ever seen. Flowers on the spike sometimes come irregular. A very heavy propagator. We especially recommend this variety.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.50	.25		
Dozen .....	5.00	2.50	1.25	
Hundred .....	40.00	20.00	10.00	5.00

**No. 295. "BLASCO IBANEZ"**

Very deep dahlia purple with a lighter stripe through the upper petals. Very large size. An extra fine variety.

	Bulbs	½ size	¼ size	Bulblets
Each .....	5.00	2.50	1.25	.65
Dozen .....	50.00	25.00	12.50	5.25
Hundred .....	400.00	200.00	100.00	50.00

**No. 304. "SAN JOSE"**

Center lemon yellow shading into apricot on outer edge of petals. Peach red striping. Flowers large. Well built spikes. Stock limited. Only one bulb to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each .....	5.00	2.50	1.25	

**\*No. 305. "J. A. CARBONE"**

Orange salmon, very iridescent, darker shading toward the outer edge of the petals. Yellow center. Fine, long, well built spikes. One of our largest and finest productions.

	Bulbs	½ size	¼ size	Bulblets
Each .....	1.00	.50	.25	
Dozen .....	10.00	5.00	2.50	1.25
Hundred .....	80.00	40.00	20.00	8.00

**No. 312. "MRS. RICHARD LOHRMAN"**

Creamy shell pink with pale yellow lip. A color rivaling the finest orchid. Flowers are very large and edges beavily ruffled. Long, sturdy spikes which sometimes kink, wonderful for decorative purposes. A variety of indescribable beauty.

	Bulbs	½ size	¼ size	Bulblets
Each .....	1.00	.50	.25	
Dozen .....	10.00	5.00	2.50	1.25
Hundred .....	80.00	40.00	20.00	10.00

**No. 313. "W. A. SISSON" (1925)**

Rose purple overlaid with liseran purple. Baryta yellow stripes on lower petals. Ruffled edges. Very fine build. Flowers appear in three rows instead of two. Not more than one bulb or bulblet to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each .....	75.00	37.50		6.00

**No. 315. "ELIZABETH HARDEE"**

Watermelon pink, with nopal red stripes and blotches. Ruby lip with cream white stripes appearing in the center, surrounded by cream and red speckles. A beautiful and attractive variety.

	Bulbs	½ size	¼ size	Bulblets
Each .....	1.00	.50	.25	
Dozen .....	10.00	5.00	2.50	1.25
Hundred .....	80.00	40.00	20.00	10.00

**No. 317. "LUCIA"**

Amaranth pink with rose stripings. Flowers of the very largest size.

	Bulbs	½ size	¼ size	Bulblets
Each .....	1.00	.50	.25	
Dozen .....	10.00	5.00	2.50	1.25
Hundred .....	80.00	40.00	20.00	10.00

**\*No. 318. "KATHARINE F. HESS"**

Geranium pink showing flamo shading, lighter toward the center. Very large flowers and long spikes. Good grower. Fine variety with a great future.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25			
Dozen .....	2.50	1.25	.65	
Hundred .....	20.00	10.00	5.00	2.00
Thousand .....	160.00	80.00	40.00	15.00

**No. 320. "ESTHER OLSON"**

Seashell pink, shading to shrimp pink on the outer edge. Faint ruby stripes through the lower petals. Lip straw color. Exquisite color and perfect in every respect.

	Bulbs	½ size	¼ size	Bulblets
Each .....	1.00	.50	.25	
Dozen .....	10.00	5.00	2.50	1.00
Hundred .....	80.00	40.00	20.00	8.00

**No. 321. "ELF"**

Lemon yellow when in bud. Open flowers pure white. Lip delicate lemon. Large flowers on a perfectly built spike. Even the smallest bulblet will produce a large flower spike. A commercial variety of great promise.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25			
Dozen .....	2.50			

**No. 324 "W. McGAVIN"**

Very light rosolane purple with rose blotches. White center. Very beautiful color. Spikes long and well built. Only one bulb to a customer.

	Bulbs	½ size	¼ size	Bulblets
Each .....	10.00	5.00	2.50	1.25

**\*No. 327. "DR. ADOLPH ROSENTHAL"**

Real geranium pink overlaid with scarlet. White stripes through lower petals. Flowers large. Exquisite variety.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25			
Dozen .....	2.50	1.25	.85	
Hundred .....	20.00	10.00	5.00	2.00
Thousand .....	150.00	80.00	40.00	15.00

**No. 328. "BUBBLES"**

Flesh color overlaid with shrimp pink. Lower petals of light greenish yellow. One spike forms a large close set bouquet. A beauty. Should be in every collection.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.50	.25		
Dozen .....	5.00	2.50	1.25	
Hundred .....	40.00	20.00	10.00	3.00
Thousand .....				25.00

**No. 329. "MOONBEAM"**

Light chamois color. Canary center. Of fine clean growth.

	Bulbs	½ size	¼ size	Bulblets
Each .....	1.00	.50	.25	
Dozen .....	10.00	5.00	2.50	1.00
Hundred .....	80.00	40.00	20.00	8.00

**\*No. 330. "LORELEY"**

True canary yellow overlaid with lilac. Ruby throat. Clean grower and heavy propagator. One of the best yellows ever produced.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25			
Dozen .....	2.50	1.25		

**\*No. 331. "MR. W. H. PHIPPS"**

La France pink overlaid with light rose salmon, lighter toward the center. Lower petals very faintly striped and speckled with ruby. Flowers enormous. A masterpiece in Gladioli. Unanimously declared the most wonderful Gladiolus in existence.

	Bulbs	½ size	¼ size	Bulblets
Each .....	2.50	1.25	.85	
Dozen .....	25.00	12.50	6.25	2.50
Hundred .....				20.00

**\*No. 332. "ROSE ASH"**

Corinthian red shading into ashes of roses on the outer edges. Lower petals light yellow speckled with ruby. Flowers large and well placed. This variety has a great future. "Rose Ash" was originated by Richard Diener, and all other claims of origination are false.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25			
Dozen .....	2.50	1.25	.65	
Hundred .....	20.00	10.00	5.00	2.50

**\*No. 333. "WISTARIA"**

Pale rose purple striped with Liseran purple. Lip has large spot of Bishop's purple and ruby. Long spikes with flowers well placed. Flowers large. An immense propagator.

	Bulbs	½ size	¼ size	Bulblets
Each .....	.25			
Dozen .....	1.50	.75	.40	
Hundred .....	7.50	3.75	1.90	1.25
Thousand .....				8.00

**No. 334. "EUDORA"**

Rhodamine purple, white splashes in the center. Flowers large. Exceptionally fine growth.

	Bulbs	½ size	¼ size	Bulblets
Each .....	10.00	5.00	2.50	1.25
Dozen .....	100.00	50.00	25.00	12.50
Hundred .....	800.00	400.00	200.00	100.00

**\*No. 336. "DR. F. E. BENNETT"**

Deep peach red overlaid with flame scarlet. Lip speckled ruby and white. Most fiery red imaginable. Flowers of the very largest size with many opening at once. Exceptionally well placed on the stem. Most perfect red we have ever seen. This has been named in honor of the President of the American Gladiolus Society.

	Bulbs	½ size	¼ size	Bulblets
Each .....	1.00	.50		
Dozen .....	10.00	5.00	2.50	1.00
Hundred .....	80.00	40.00	20.00	8.00
Thousand .....				80.00

**\*No. 337. "VIRGINIAN"**

Rose red with bright vermilion spots on the outer edge. Deep crimson lake stripes through the center of the lower petals. Fine well built spikes.

	Bulbs	½ size	¼ size	Bulblets
Each .....	1.00	.50	.25	
Dozen .....	10.00	5.00	2.50	1.00
Hundred .....	80.00	40.00	20.00	8.00

**\*No. 338. "GERALDINE FARRAR"**

Pale lavender-violet with deep violet spot on the lip. Unlike other blue varieties, the growth is very strong and vigorous. It has four side spikes on the main spike and brings two extra spikes from the bottom, out of the same eye, which is extremely different from any varieties ever seen. This variety has made a big impression with all visitors to this place. AWARDED FIRST PRIZE for the finest blue variety at the convention of the American Gladiolus Society, held at Rochester, New York, August 15th and 16th, 1923.

	Bulbs	½ size	¼ size	Bulblets
Each .....	2.50	1.25	.65	
Dozen .....	25.00	12.50	8.25	2.50
Hundred .....	200.00	100.00	50.00	20.00



**\*No. 339. "HENRY FORD"**

Very dark rhodamine purple shading into deeper tones near the center. Color very clear like Anna Eberius, but much larger and cleaner. It is a tremendous propagator, and even the smallest bulblet will bring a flower spike three or four feet tall five months after planting. This variety far surpasses our famous "Anna Eberius."

	Bulbs	½ size	¼ size	Bulblets
Each	1.00	.50	.25	.....
Dozen	10.00	5.00	2.50	1.00
Hundred	80.00	40.00	20.00	8.00
Thousand	.....	.....	.....	60.00

**No. 342. "BETTY COMPSON" (1925)**

Phlox pink overlaid with phlox purple. Lower petals, Baryta yellow, sprinkled with purple. Long spikes.

	Bulbs	½ size	¼ size	Bulblets
Each	25.00	12.50	6.25	2.50

**No. 345. "MAY McAVOY" (1925)**

Pale rose purple, a very clean color. Phlox purple speckles on the lower petals. Flowers measure five inches. Spikes six to seven feet tall, having from four to five side spikes.

	Bulbs	½ size	¼ size	Bulblets
Each	75.00	37.50	.....	.....

**No. 346. "LA PALOMA" (1925)**

Snow white showing faint traces of phlox purple on lower petals. Slightly ruffled.

	Bulbs	½ size	¼ size	Bulblets
Each	10.00	5.00	2.50	1.00

**No. 349. "MARS" (1925)**

Magenta. Reddish purple spots with small yellow stripes through center of lower petals. Flowers evenly arranged, measuring five inches across. Long spikes.

	Bulbs	½ size	¼ size	Bulblets
Each	10.00	5.00	.....	.....

**\*No. 354. "THAIS VALDEMAR"**

Iridescent old rose overlaid with bright vermilion. No markings. Large flowers. Very beautiful. A variety with a great future.

	Bulbs	½ size	¼ size	Bulblets
Each	3.00	1.50	.75	.....
Dozen	30.00	15.00	7.50	3.75
Hundred	240.00	120.00	50.00	30.00

**No. 355. "LAGUNITAS"**

Very pale shade between lilac and rose pink. Lip pale yellow overlaid with ruby. Long sturdy spikes.

	Bulbs	½ size	¼ size	Bulblets
Each	5.00	2.50	1.25	.....
Dozen	50.00	25.00	12.50	6.25
Hundred	400.00	200.00	100.00	50.00

**No. 358. "NOLENE"**

Very deep shade between carmine and ox-blood, with darker velvet lip. Spikes well built.

	Bulbs	½ size	¼ size	Bulblets
Each	2.50	1.25	.65	.....
Dozen	25.00	12.50	6.25	2.50
Hundred	200.00	100.00	50.00	20.00

**No. 363. "ALMA RUBENS" (1925)**

Pale greenside pink with tyrian pink stripes on the lip, surrounded by rose red. Clean color, excellent formation. Long spikes.

	Bulbs	½ size	¼ size	Bulblets
Each	25.00	12.50	6.25	3.00

**No. 365. "TORADOR"**

Deep nopal red with still darker seam around the edges. Very large funnel shaped flowers. Long well built spikes. Beautiful variety.

	Bulbs	½ size	¼ size	Bulblets
Each	3.00	1.50	.75	.....
Dozen	30.00	15.00	7.50	3.00
Hundred	240.00	120.00	60.00	24.00

**No. 367. "CATTLAYA"**

Amaranth pink with cream yellow center. Long fine spikes. Exceptionally fine variety.

	Bulbs	½ size	¼ size	Bulblets
Each	2.00	1.00	.50	.....
Dozen	20.00	10.00	5.00	2.00
Hundred	160.00	80.00	40.00	16.00

**No. 369. "SAN FRANCISCO" (1925)**

Pale lobelia violet with phlox purple markings. Lower petals have Baryta yellow spots. Edges heavily ruffled.

	Bulbs	½ size	¼ size	Bulblets
Each	25.00	12.50	.....	.....

**No. 372. "MRS. A. B. C. DOHRMANN" (1925)**

Venetian pink overlaid with jasper red. Fine stripe of pale green yellow on the lip. Lip faintly spotted with scarlet red. Flowers six inches across.

	Bulbs	½ size	¼ size	Bulblets
Each	25.00	12.50	.....	.....

**No. 373. "MR. FREDERICK CHRIST" (1925)**

Ground color La France pink with geranium pink markings. Large spot of Pinard yellow sprinkled with nopal red on the lip. Flesh color pistil, light phlox purple anthers. Large flowers averaging six inches. Good spikes and fine build. One of the most wonderful color combinations ever produced in Gladioli.

	Bulbs	½ size	¼ size	Bulblets
Each	200.00	100.00	.....	.....

**No. 374. "KATHRYN WILLIAMS" (1925)**

Pale rose purple overlaid with rose purple. Lower petal amber yellow, with amaranth purple speckles. Fine variety.

	Bulbs	½ size	¼ size	Bulblets
Each	7.50	3.75	.....	.....

**No. 375. "MILTON SILLS" (1925)**

Ground color alizarine pink, heavily overlaid with rose doree and jasper red.

	Bulbs	½ size	¼ size	Bulblets
Each	10.00	5.00	2.50	1.25

**No. 376. "TEHAMA" (1925)**

Blue variety. Cotinga purple. Lip darker. Extra early variety. Perfect.

	Bulbs	½ size	¼ size	Bulblets
Each	15.00	7.50	3.75	1.50

**No. 378. "YOLO" (1925)**

Aster purple. Petals alternately marked with dahlia purple and empire yellow. Good formation and early blooming.

	Bulbs	½ size	¼ size	Bulblets
Each	2.50	1.25	.....	.....

**No. 380. "NIXE" (1925)**

Jasper pink spotted with Spectrum red near the base. Very large. Ruffled edges.

	Bulbs	½ size	¼ size	Bulblets
Each	10.00	5.00	2.50	1.00

**No. 382. "WOTAN" (1925)**

Eosine pink with rose red shadings. Center of each petal striped white. Lower petal has carmine spot surrounded by Pinard yellow. Very open and large flowers.

	Bulbs	½ size	¼ size	Bulblets
Each	25.00	12.50	6.25	3.00

**No. 386. "HOPE HAMPTON" (1925)**

Strawberry pink spotted with deep peach red. Carmine spot surrounded by salmon orange on the lower petals. Large and open.

	Bulbs	½ size	¼ size	Bulblets
Each	15.00	7.50	3.75	1.50

**No. 387. "ARABELLA" (1925)**

Tyrian pink with Amaranth purple striping. Baryta yellow spot on the lower petals.

	Bulbs	½ size	¼ size	Bulblets
Each	1.00	.50	.....	.....
Dozen	10.00	5.00	2.50	1.25

**No. 388. "PRISCILLA DEAN" (1925)**

Rose doree shading lighter toward the center. Three lower petals have large spots of victoria lake surrounded by grenadine.

	Bulbs	½ size	¼ size	Bulblets
Each	10.00	5.00	2.50	1.25

**No. 391. "H. G. WELLS" (1925)**

A shade between bordeaux and pausy purple. Velvety texture. Very beautiful.

	Bulbs	½ size	¼ size	Bulblets
Each	15.00	7.50	3.75	1.50

**No. 393. "ENRICO CARUSO" (1925)**

Vivid rhodamine purple of silky texture. Small yellow streak on the lower petals.

	Bulbs	½ size	¼ size	Bulblets
Each	2.50	1.25	.....	.....
Dozen	25.00	12.50	6.25	3.00

**No. 394. "LILLIAN GISH" (1925)**

Snow white with Baryta yellow markings on the lower lip. Pale lavender anthers. Long elegantly built spikes. Many flowers open at once.

	Bulbs	½ size	¼ size	Bulblets
Each	50.00	25.00	12.50	6.00

**No. 395. "BEETHOVEN" (1925)**

Nopal red overlaid with scarlet. Ox-blood red spots on the lower petals. Dark blue anthers. Does not fade in the strongest sun. Large flowers and long spikes.

	Bulbs	½ size	¼ size	Bulblets
Each	5.00	2.50	.....	.....

**No. 396. "MEXICO" (1925)**

Silky nopal red. Absolutely sun proof. Flowers four to five inches across.

	Bulbs	½ size	¼ size	Bulblets
Each	5.00	2.50	1.25	.....
Dozen	50.00	25.00	12.50	5.00

**No. 398. "PAULINE FREDERICKS" (1925)**

Light pinkish lilac overlaid with light mallow purple. Blue anthers. Flowers average six to seven inches.

	Bulbs	½ size	¼ size	Bulblets
Each	20.00	10.00	.....	.....

**No. 401. "STORM KING" (1925)**

Blue variety. Roods' violet overlaid with blackish purple. Spots of violet carmine with stripe of apricot yellow on lower petals. Flowers four inches across.

	Bulbs	½ size	¼ size	Bulblets
Each	10.00	5.00	.....	.....

**No. 403. "COLLEEN MOORE" (1925)**

Light shrimp pink with naples yellow and deep rose pink. Lower lip spotted with bordeaux. Flowers five to six inches. Good formation.

	Bulbs	½ size	¼ size	Bulblets
Each	10.00	5.00	.....	.....

**No. 405. "RADIO" (1925)**

Pale rhodonite pink overlaid with daphne red. Large spots of bright amaranth purple on lower petal. Very striking.

	Bulbs	½ size	¼ size	Bulblets
Each	25.00	12.50	.....	.....



**No. 408. "ISOLENE" (1925)**

Hermosa pink overlaid with geranium pink and slate violet. Lower petals speckled with carmine and traces of baryta yellow.

	Bulbs	½ size	¼ size	Bulblets
Each .....	10.00	5.00	-----	-----

**No. 414. "BARBARA LA MARR" (1925)**

Geranium pink overlaid with deep rose doree. Apricot yellow lip sprinkled with carmine. Good cut flower variety.

	Bulbs	½ size	¼ size	Bulblets
Each .....	25.00	12.50	-----	-----

**No. 415. "MME. SCHUMANN HEINCK" (1925)**

Mauvette, overlaid with phlox purple. Lip a vivid reddish purple with pale viridine yellow stripes through the center. Ruffled edges. Orchid coloring.

	Bulbs	½ size	¼ size	Bulblets
Each .....	25.00	12.50	-----	-----

**No. 416. "MR. CHRISTIAN DE GUIGNE" (1925)**

Light corinthian red overlaid with deeper corinthian red and perilla purple. White stripes through the center of each petal. Perfect formation and large flowers.

	Bulbs	½ size	¼ size	Bulblets
Each .....	10.00	5.00	2.50	1.25

**Diener's Mixed Hybrids—1926 Mixture**

This Mixture is made up of the finest stock of our unnamed varieties. Salmon, yellow, pink, lilac and orange are the predominating colors.

	Bulbs	½ size	¼ size	Bulblets
Dozen .....	2.00	1.00	.50	-----
Hundred .....	15.00	7.50	3.75	-----
Thousand .....	75.00	37.50	18.75	5.00

Bulblets of Named Varieties Mixed may be had at \$4.00 per thousand.

**Ever-Flowering Mammoth Amaryllis**

Bulbs (ready to flower) \$2.00 each, \$20.00 per doz.; \$3.00 each, \$30.00 per doz. Larger bulbs at \$5.00, \$7.00, \$10.00 and \$15.00 each, according to color and size of flowers. Seeds, Pkt. (20 seeds) \$1.00; 100 seeds, \$3.50; 1,000 seeds, \$30.00.

Calla Lillies. White. Large flowering. Bulbs 10c each, \$1.00 per dozen.

**Diener's Ruffled Monster Petunias**

Kindly Order by Number.

- No. 1. Pink. Strongly veined center. Pkt. 50c.
- No. 2. Red. Flowers 5 to 7 inches in diameter. Pkt. 50c.
- No. 3. Variegated. Pkt. 50c.
- No. 4. White. Pkt. 50c.
- No. 5. Red. Coal black center. Large flowering. Pkt. 50c.
- No. 6. Pale Lilac Pink. Heavily ruffled. Pkt. 50c.
- No. 7. Red and White Variegated. Yellow center. Pkt. 50c.
- No. 8. Ruffled Monsters Mixed. Pkt. 50c.
- No. 9. Flesh Pink Frilled. "Pearl of Kentfield." Pkt. 50c.
- No. 10. White Frilled. Plants of dwarf growth. Pkt. 50c.
- No. 11. Blue. A rich silky dark blue. Pkt. 50c.
- No. 12. Apple Blossom. Pale apple blossom pink. Pkt. 50c.
- No. 14. Diener's Pink Glory. Pure flame rose pink. Pkt. 50c.
- No. 15. Blue and White. Blossoms blue and white. Pkt. 50c.
- No. 16. White Giant. Large flowering snow white. Pkt. 50c.
- No. 17. Pale Sulphur Yellow. Distinct clear yellow. Pkt. 25c.
- No. 18. Variegated. White checked with magenta. Pkt. 50c.
- No. 19. Giant Pink Glory. An improved Pink Glory. Pkt. 50c.
- No. 20. Mauve. Center veined with Royal Purple. Pkt. 50c.
- No. 22. Rose Color. Dwarf growth. Pkt. 25c.
- No. 23. Pale Amaranth Pink. Dwarf growth. Pkt. 25c.

**Double Varieties**

- No. 24. Giant Double Mixed. Broad petals. Pkt. \$1.00.
- No. 25. Double Fringed Mixed. Pkt. 50c.
- No. 26. Rhodamine Purple. Giant double. Pkt. \$1.00.
- No. 27. Amaranth Pink. Giant double; broad petals. Pkt. \$1.00.
- No. 28. Mauve. Giant double, orchid coloring. Pkt. \$1.00.
- No. 29. Violet Purple. Giant double; broad petals. Pkt. \$1.00.
- No. 31. Pale Rosolane Purple. Double, heavily frilled Pkt. 50c.
- No. 32. Double Pink Glory (1926 Novelty). Pkt. \$1.00.
- No. 33. Yellow Double. Clear yellow frilled. Pkt. 50c.

**Quantity Prices—Petunia Seed**

	1/8 oz.	1/4 oz.	1/2 oz.	1 oz.
No. 1.....	\$10.00	\$18.75	\$37.50	\$75.00
No. 2-3-4-5-6-7-8-9-11-14-15-19-20.....	7.50	15.00	25.00	50.00
No. 17-22-23.....	3.75	7.50	12.50	25.00
No. 24-26-27-28-29.....	20.00	35.00	60.00	115.00
No. 25.....	15.00	25.00	45.00	80.00
No. 10-12-16-18-30-31-32-33.....	-----	-----	-----	-----

(No quantity price on above)

**Diener's Delphinium Hybrids****Dreams of Beauty**

(Perennial)

They are the most resistant to mildew, the largest flowering and the finest varieties that have been offered for sale. They form exceptionally long spikes, and range in colors from very pale to deep blue mauve and pink inlaid; a single flower measuring from two to three inches across. Plants out of three inch pots \$2.50 per dozen. Seeds per Trial packet, 50c; Pkt. \$1.00; ¼ oz. \$3.00; ½ oz. \$5.00; 1 oz. \$10.00.

**Tritoma Diener's Hybrids (Red Hot Pokers)**

In colors of yellow, coral, scarlet and orange. Large flower heads, stems 4 to 6 feet tall. Plants are easily shipped to all parts of the United States and Canada. Divided plants \$2.00 per dozen; \$10.00 per hundred. Seeds, per pkt. 50c; ½ ounce, \$2.50; 1 ounce, \$5.00.

**Daphne—Pink**

A small shrub, quite hardy and of wonderful fragrance. For outdoor or pot culture. Year old plants, \$1.00 each; \$10.00 per dozen.

**Christmas Suggestions**

Here is your chance to make a Christmas gift that will be a delight to every flower lover and a continual reminder of the giver. We will ship, prepaid, special assortments of Gladiolus bulbs and seeds to arrive on Christmas morning. The bulbs are attractively packed in corrugated boxes. These will be shipped in time to reach your friends on Christmas morning. Write plainly the Name and Address of the party for whom it is intended.

- Collection A—One dozen Diener's Mixed Hybrid Gladiolus bulbs .....\$1.50
- Collection B—One and one-half dozen Diener's Mixed Hybrid Gladiolus bulbs ..... 2.00
- Collection C—Twelve Named Gladiolus Varieties (Our selection) ..... 3.00
- Collection D—Sixteen Named Gladiolus Varieties (Our Selection) ..... 5.00
- Collection E—Twenty Named Gladiolus Varieties (Our Selection) ..... 7.50
- Collection F—Twenty-four named Gladiolus Varieties (Our Selection) .....10.00
- Collection G—One dozen Diener's Mixed Gladiolus and one packet Ruffled Monster Petunia Seed No. 8..... 1.75
- Collection H—One and one-half dozen Diener's Mixed Gladiolus and one packet each Nos. 8 and 14 Petunia Seed.... 2.50
- Collection I—Twelve Named Gladiolus varieties and one packet Diener's Delphinium seed..... 3.50
- Collection J—Sixteen Named Gladiolus varieties (our selection), one packet No. 8 Petunia seed and one packet Diener's Delphinium seed ..... 5.50
- Collection K—Twenty Named Gladiolus varieties (our selection), one packet each Nos. 8 and 24 Petunia seed and one packet Delphinium seed ..... 8.50
- Collection L—Twenty-four Named Gladiolus varieties (our selection), one packet Amaryllis seed, one packet Delphinium seed and one packet each Nos. 8 and 24 Petunia seed..12.50

**Terms of Sale**

Payment must be made with the order or be received by us before shipment of stock. We will accept unused United States postage stamps up to the value of \$2.00 but will not ship unauthorized C. O. D. orders.

We prepay packing and shipping charges on all seed orders and all plant and bulb orders of \$1.00 or over. Plant and bulb orders for less than \$1.00 add 50c for postage and packing.

While we exercise the utmost care to have our stock true to name, we give no warranty, express or implied, as to crop, and will not be responsible for results. For conditions under which we will replace bulb stock not true to name refer to our 1926 catalog to be published in January.

**CANADIAN CUSTOMERS PLEASE NOTE!**

In accordance with the ruling governing the importation of Nursery Stock from the United States into Canada, it will be necessary for you to obtain a permit from the secretary of the Destructive Insect and Pest Act Advisory Board, Department of Agriculture, Ottawa, and file same with the Collector of Customs before shipment can be cleared. Seeds are exempt from this ruling, and may be shipped into Canada without a permit. Gladiolus bulbs come under the classification of Nursery Stock.

This ruling must be complied with in order for us to make delivery, and we therefore ask you to secure the necessary permit and present the same with the Collector of Customs at the port of clearance. It is also necessary that we mark the number of your permit on the outside of the package. Please notify us as to the number, and retain the permit.



\*No. 293. "POLA NEGRI"

Apricot with yellow lip. Ruffled, shading into old rose and salmon on the outer edges. One of the loveliest color combinations ever seen. Flowers on the spike sometimes come irregular. A very heavy propagator. We especially recommend this variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	1.00	10.00	80.00
½ size	.50	5.00	40.00
¼ size	.....	2.50	20.00
Bulblets	.....	1.00	8.00

No. 295. "BLASCO IBANEZ"

Very deep dahlia purple with a lighter stripe through the upper petals. Very large size. An extra fine variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	10.00	100.00	800.00
½ size	5.00	50.00	400.00
¼ size	2.50	25.00	200.00
Bulblets	1.25	10.00	80.00

No. 297. "MRS. ROBERT CUNNINGHAM"

Cameo pink overlaid with lilac and ruby. Flowers of the very largest size. Many blossoms open at once. One of the largest gladioli ever produced. Stock limited. Only one bulb to a customer.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	5.00	.....	.....
½ size	2.50	.....	.....
¼ size	1.25	.....	.....

No. 304. "SAN JOSE"

Center lemon yellow shading into apricot on outer edge of petals. Peach red striping. Flowers large. Well built spikes. Stock limited. Only one bulb to a customer.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	5.00	.....	.....
½ size	2.50	.....	.....
¼ size	1.25	.....	.....

\*No. 305. "J. A. CARBONE"

Orange salmon, very iridescent, darker shading toward the outer edge of the petals. Yellow center. Fine, long, well built spikes. One of our largest and finest productions. Withdrawn to increase stock.

No. 311. "GLADIS PLATH"

Mallow purple, darker near the outer edges of the petals. Large crimson spots on the lips. White stripe through each petal. Orchid flowering. Very beautiful. Stock limited. Only six bulbs to a customer.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.75	.....	.....
½ size	.40	.....	.....

No. 312. "MRS. RICHARD LOHRMAN"

Creamy shell pink with pale yellow lip. A color rivaling the finest orchid. Flowers are very large and edges heavily ruffled. Long, sturdy spikes which sometimes kink, wonderful for decorative purposes. A variety of indescribable beauty.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	1.50	15.00	120.00
½ size	.75	7.50	60.00
¼ size	.40	3.75	30.00
Bulblets	.....	1.50	12.00

No. 313. "W. A. SISSON" (1925)

Rose purple overlaid with liseran purple. Baryta yellow stripes on lower petals. Ruffled edges. Very fine build. Flowers appear in three rows instead of two.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	100.00	.....	.....
½ size	50.00	.....	.....

No. 315. "ELIZABETH HARDEE"

Watermelon pink, with nopal red stripes and blotches. Ruby lip with cream white stripes appearing in the center, surrounded by cream and red speckles. A beautiful and attractive variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	3.00	30.00	240.00
½ size	1.50	15.00	120.00
¼ size	.75	7.50	60.00
Bulblets	.....	3.00	24.00

No. 317. "LUCIA"

Amaranth pink with rose stripings. Flowers of the very largest size.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	2.00	20.00	160.00
½ size	1.00	10.00	80.00
¼ size	.50	5.00	40.00
Bulblets	.....	2.00	16.00





NO 266

*Caroline Esberg*

NO. 145

*Mrs. Cothran*

\*No. 318. "KATHARINE F. HESS"

Geranium pink showing flame shading, lighter toward the center. Very large flowers and long spikes. Good grower. Fine variety with a great future.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.50	5.00	40.00
½ size	.25	2.50	20.00
¼ size	.....	1.25	10.00
Bulblets	.....	.50	4.00

No. 320. "ESTHER OLSON"

Seashell pink, shading to shrimp pink on the outer edge. Faint ruby stripes through the lower petals. Lip straw color. Exquisite color and perfect in every respect.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	1.50	15.00	120.00
½ size	.75	7.50	60.00
¼ size	.40	3.75	30.00
Bulblets	.....	1.50	12.00

No. 321. "ELF"

Lemon yellow when in bud. Open flowers pure white. Lip delicate lemon. Large flowers on a perfectly built spike. Even the smallest bulblet will produce a large flower spike. A commercial variety of great promise. Withdrawn to increase stock.

No. 322. "MOZART" (1925)

Deep silky purple, lighter toward the center. Lower petals burnt lake. Fine spikes, many open at once.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	25.00	.....	.....
½ size	12.50	.....	.....

No. 324. "W. McGAVIN"

Very light rosolane purple with rose blotches. White center. Very beautiful color. Spikes long and well built. Only one bulb to a customer.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	10.00	.....	.....
½ size	5.00	.....	.....
¼ size	2.50	.....	.....

No. 326. "PHYLOS"

Silvery rosolane purple. Cerise and silver overlaid. Flowers large and spikes very long. Odd and attractive. Stock limited. Only one bulb to a customer.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	1.00	.....	.....
½ size	.50	.....	.....

\*No. 327. "DR. ADOLPH ROSENTHAL"

Real geranium pink overlaid with scarlet. White stripes through lower petals. Flowers large. Exquisite variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.50	5.00	40.00
½ size	.25	2.50	20.00
¼ size	.....	1.25	10.00
Bulblets	.....	.50	4.00

No. 328. "BUBBLES"

Flesh color overlaid with shrimp pink. Lower petals of light greenish yellow. One spike forms a large close set bouquet. A beauty. Should be in every collection.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	1.00	10.00	80.00
½ size	.50	5.00	40.00
¼ size	.25	2.50	20.00
Bulblets	.....	1.00	8.00

No. 329. "MOONBEAM"

Light chamois color. Canary center. Of fine clean growth.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	3.00	30.00	240.00
½ size	1.50	15.00	120.00
¼ size	.75	7.50	60.00
Bulblets	.....	3.00	24.00

\*No. 330. "LORELEY"

True canary yellow overlaid with lilac. Ruby throat. Clean grower and heavy propagator. One of the best yellows ever produced.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	2.50	20.00
½ size	.....	1.25	10.00
¼ size	.....	.65	5.00
Bulblets	.....	.25	2.00



\*No. 331. "MR. W. H. PHIPPS"

La France pink overlaid with light rose salmon, lighter toward the center. Lower petals very faintly striped and speckled with ruby. Flowers enormous. A masterpiece in Gladioli. As our stock of this variety is very limited, we will not sell more than the following amounts to any one customer: One large bulb, six smaller size, or one dozen bulblets.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	10.00	.....	.....
½ size	5.00	.....	.....
¼ size	2.50	.....	.....
Bulblets	.....	10.00	.....

\*No. 332. "ROSE ASH"

Corinthian red shading into ashes of roses on the outer edges. Lower petals light yellow speckled with ruby. Flowers large and well placed. This variety has a great future. "Rose Ash" was originated by Richard Diener, and all other claims of origination are false.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.50	5.00	40.00
½ size	.25	2.50	20.00
¼ size	.....	1.25	10.00
Bulblets	.....	.50	4.00

\*No. 333. "WISTARIA"

Pale rose purple striped with Liseran purple. Lip has large spot of Bishop's purple and ruby. Long spikes with flowers well placed. Flowers large. An immense propagator.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	.25	1.50	7.50
½ size	.....	.75	3.75
¼ size	.....	.40	1.90
Bulblets	.....	.25	1.00

No. 334. "EUDORA"

Rhodamine purple, white splashes in the center. Flowers large. Exceptionally fine growth.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	15.00	150.00	1200.00
½ size	7.50	75.00	600.00
¼ size	3.75	37.50	300.00
Bulblets	1.90	15.00	120.00

No. 335. "MR. HENRY BECHMAN"

Iridescent steel blue, sulphur yellow lip. Lighter sulphur stripe through the center of each petal. Each petal has a pink tip. Something extraordinary. Withdrawn to increase stock.

\*No. 336. "DR. F. E. BENNETT"

Deep peach red overlaid with flame scarlet. Lip speckled ruby and white. Most fiery red imaginable. Flowers of the very largest size with many opening at once. Exceptionally well placed on the stem. Most perfect red we have ever seen. This has been named in honor of the President of the American Gladiolus Society.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	5.00	50.00	400.00
½ size	2.50	25.00	200.00
¼ size	1.25	12.50	100.00
Bulblets	.....	5.00	40.00

\*No. 337. "VIRGINIAN"

Rose red with bright vermilion spots on the outer edge. Deep crimson lake stripes through the center of the lower petals. Fine well built spikes.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	2.00	20.00	160.00
½ size	1.00	10.00	80.00
¼ size	.50	5.00	40.00
Bulblets	.....	2.00	16.00

\*No. 338. "GERALDINE FARRAR"

Pale lavender-violet with deep violet spot on the lip. Unlike other blue varieties, the growth is very strong and vigorous. It has four side spikes on the main spike and brings two extra spikes from the bottom, out of the same eye, which is extremely different from any varieties ever seen. This variety has made a big impression with all visitors to this place. AWARDED FIRST PRIZE for the finest blue variety at the convention of the American Gladiolus Society, held at Rochester, New York, August 15th and 16th, 1923. Stock limited due to the great demand for this variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	10.00	100.00	.....
½ size	5.00	50.00	.....
¼ size	2.50	25.00	.....
Bulblets	.....	10.00	.....



NO. 328

*Bubbles*



NO. 22

*San Anselmo*



\*No. 339. "HENRY FORD"

Very dark rhodamine purple shading into deeper tones near the center. Color very clear like Anna Eberius, but much larger and cleaner. It is a tremendous propagator, and even the smallest bulblet will bring a flower spike three or four feet tall five months after planting. This variety far surpasses our famous "Anna Eberius."

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	5.00	50.00	400.00
½ size	2.50	25.00	200.00
¼ size	1.25	12.50	100.00
Bulblets	.....	4.00	32.00

No. 341. "WAIKIKI"

Flesh color tinted with shrimp pink and showing faint traces of Amaranth pink. Lip canary yellow. Deep throat with slight trace of ruby. Ruffled edges. Large flowers. Withdrawn to increase stock.

No. 342. "BETTY COMPSON" (1925)

Phlox pink overlaid with phlox purple. Lower petals Baryta yellow, sprinkled with purple. Long spikes.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	25.00	.....	.....
½ size	12.50	.....	.....

No. 345. "MAY McAVOY" (1925)

Pale rose purple, a very clean color. Phlox purple speckles on the lower petals. Flowers measure five inches. Spikes six to seven feet tall, having from four to five side spikes.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	100.00	.....	.....
½ size	50.00	.....	.....

No. 346. "LA PALOMA" (1925)

Snow white showing faint traces of phlox purple on lower petals. Slightly ruffled.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	25.00	.....	.....
½ size	12.50	.....	.....

No. 349. "MARS" (1925)

Magenta. Reddish purple spots with small yellow stripes through center of lower petals. Flowers evenly arranged, measuring five inches across. Long spikes.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	10.00	.....	.....
½ size	5.00	.....	.....

\*No. 354. "THAIS VALDEMAR"

Iridescent old rose overlaid with bright vermilion. No markings. Large flowers. Very beautiful. A variety with a great future.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	3.00	30.00	240.00
½ size	1.50	15.00	120.00
¼ size	.75	7.50	60.00
Bulblets	.....	3.00	24.00

No. 355. "LAGUNITAS"

Very pale shade between lilac and rose pink. Lip pale yellow overlaid with ruby. Long sturdy spikes.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	5.00	50.00	400.00
½ size	2.50	25.00	200.00
¼ size	1.25	12.50	100.00
Bulblets	.....	5.00	40.00

No. 358. "NOLENE"

Very deep shade between carmine and ox-blood, with darker velvet lip. Spikes well built.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	2.50	25.00	200.00
½ size	1.25	12.50	100.00
¼ size	.65	6.25	50.00
Bulblets	.....	2.50	20.00

No. 361. "CARMELITA"

Smoky pink blotched and striped with steel blue. Yellow and slate speckled lip. Very large flowers. Very odd and beautiful. Withdrawn to increase stock.

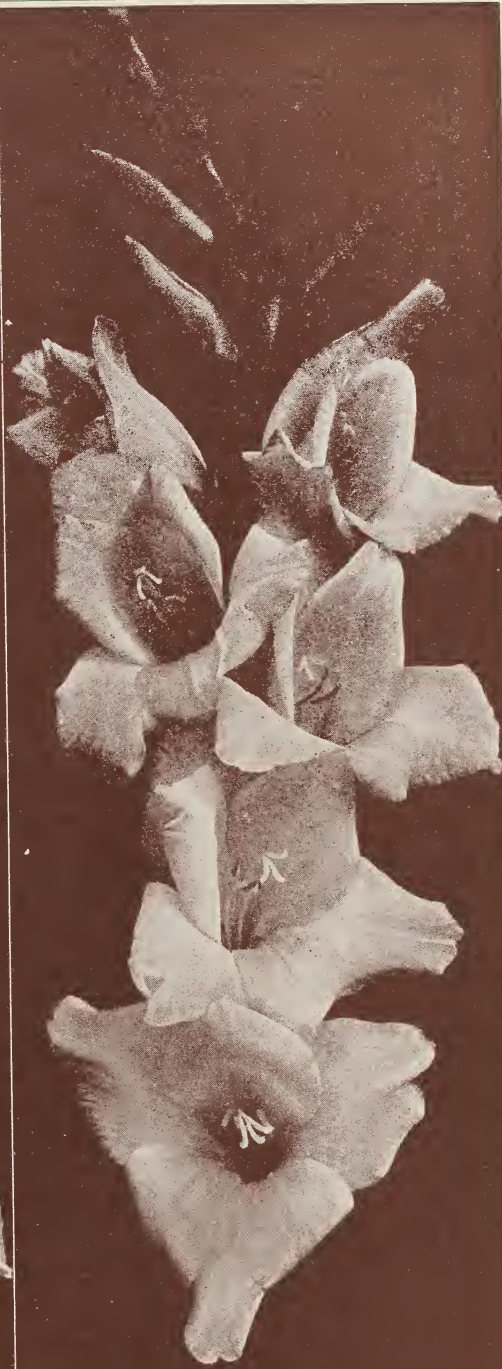
No. 363. "ALMA RUBENS" (1925)

Pale grenadine pink with tyrian pink stripes on the lip, surrounded by rose red. Clean color, excellent formation. Long spikes.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	50.00	.....	.....
½ size	25.00	.....	.....



NO. 330  
*Loreley*



NO. 246  
*Mimi Stahlbaum*



No. 365. "TORADOR"

Deep nopal red with still darker seam around the edges. Very large funnel shaped flowers. Long well built spikes. Beautiful variety. Only one bulb to a customer.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	5.00	.....	.....
½ size	2.50	.....	.....
¼ size	1.25	.....	.....

No. 367. "CATTLAYA"

Amaranth pink with cream yellow center. Long fine spikes. Exceptionally fine variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	3.00	30.00	240.00
½ size	1.50	15.00	120.00
¼ size	.75	7.50	60.00
Bulblets	.....	3.00	24.00

No. 369. "SAN FRANCISCO" (1925)

Pale lobelia violet with phlox purple markings. Lower petals have Baryta yellow spots. Edges heavily ruffled.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	50.00	.....	.....
½ size	25.00	.....	.....

No. 372. "MRS. A. B. C. DOHRMANN" (1925)

Venetian pink overlaid with jasper red. Fine stripe of pale green yellow on the lip. Lip faintly spotted with scarlet red. Flowers six inches across.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	25.00	.....	.....
½ size	12.50	.....	.....

No. 373. "MR. FREDERICK CHRIST" (1925)

Ground color La France pink with geranium pink markings. Large spot of Pinard yellow sprinkled with nopal red on the lip. Fresh color pistil, light phlox purple anthers. Large flowers averaging six inches. Good spikes and fine build. One of the most wonderful color combinations ever produced in Gladioli.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	300.00	.....	.....
½ size	150.00	.....	.....

No. 374. "KATHRYN WILLIAMS" (1925)

Pale rose purple overlaid with rose purple. Lower petal amber yellow, with amaranth purple speckles. Fine variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	15.00	.....	.....
½ size	7.50	.....	.....

No. 375. "MILTON SILLS" (1925)

Ground color alizarine pink, heavily overlaid with rose doree and jasper red.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	25.00	.....	.....
½ size	12.50	.....	.....

No. 376. "TEHAMA" (1925)

Blue variety. Cotinga purple. Lip darker. Extra early variety. Perfect.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	25.00	.....	.....
½ size	12.50	.....	.....

No. 378. "YOLO" (1925)

Aster purple. Petals alternately marked with dahlia purple and empire yellow. Good formation and early blooming.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	5.00	.....	.....
½ size	2.50	.....	.....

No. 380. "NIXE" (1925)

Jasper pink spotted with Spectrum red near the base. Very large. Ruffled edges.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	25.00	.....	.....
½ size	12.50	.....	.....

No. 382. "WOTAN" (1925)

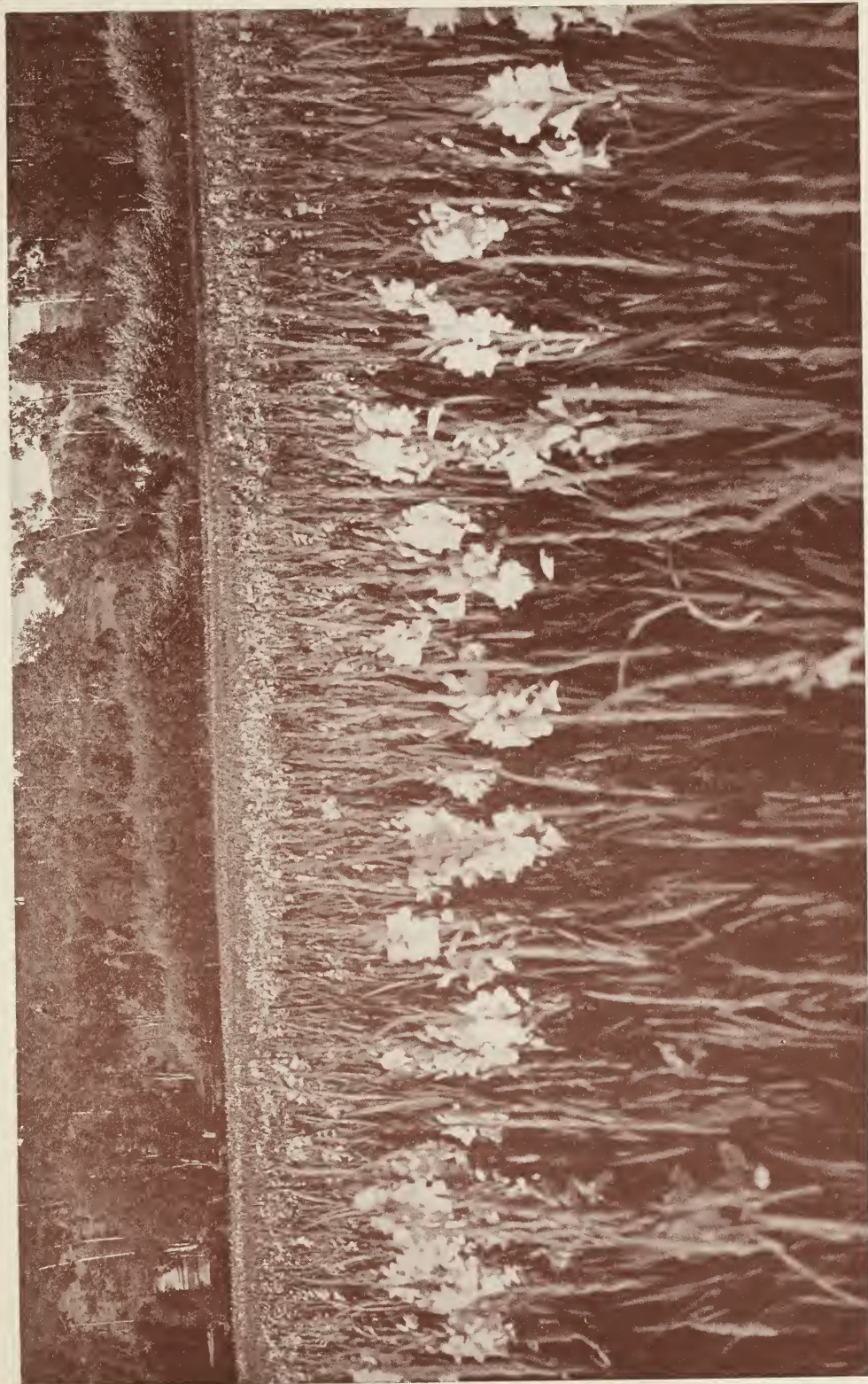
Eosine pink with rose red shadings. Center of each petal striped white. Lower petal has carmine spot surrounded by Pinard yellow. Very open and large flowers.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	50.00	.....	.....
½ size	25.00	.....	.....

No. 386. "HOPE HAMPTON" (1925)

Strawberry pink spotted with deep peach red. Carmine spot surrounded by salmon orange on the lower petals. Large and open.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	25.00	.....	.....
½ size	12.50	.....	.....



PART OF OUR GLADIOLUS FIELD WITH "ELF" BLOOMING IN THE FOREGROUND



No. 387. "ARABELLA" (1925)

Tyrian pink with Amaranth purple striping. Baryta yellow spot on the lower petals.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	2.50	.....	.....
½ size	1.25	.....	.....

No. 388. "PRISCILLA DEAN" (1925)

Rose doree shading lighter toward the center. Three lower petals have large spots of victoria lake surrounded by grenadine.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	25.00	.....	.....
½ size	12.50	.....	.....

No. 391. "H. G. WELLS" (1925)

A shade between bordeaux and pansy purple. Velvety texture. Very beautiful.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	25.00	.....	.....
½ size	12.50	.....	.....

No. 393. "ENRICO CARUSO" (1925)

Vivid rhodamine purple of silky texture. Small yellow streak on the lower petals.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	5.00	.....	.....
½ size	2.50	.....	.....

No. 394. "LILLIAN GISH" (1925)

Snow white with Baryta yellow markings on the lower lip. Pale lavender anthers. Long elegantly built spikes. Many flowers open at once.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	100.00	.....	.....
½ size	50.00	.....	.....

No. 395. "BEETHOVEN" (1925)

Nopal red overlaid with scarlet. Ox-blood red spots on the lower petals. Dark blue anthers. Does not fade in the strongest sun. Large flowers and long spikes.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	10.00	.....	.....
½ size	5.00	.....	.....

No. 396. "MEXICO" (1925)

Silky nopal red. Absolutely sun proof. Flowers four to five inches across.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	25.00	.....	.....
½ size	12.50	.....	.....

No. 398. "PAULINE FREDERICKS" (1925)

Light pinkish lilac overlaid with light mallow purple. Blue anthers. Flowers average six to seven inches.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	30.00	.....	.....
½ size	15.00	.....	.....

No. 401. "STORM KING" (1925)

Blue variety. Roods' violet overlaid with blackish purple. Spots of violet carmine with stripe of apricot yellow on lower petals. Flowers four inches across.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	20.00	.....	.....
½ size	10.00	.....	.....

No. 403. "COLLEEN MOORE" (1925)

Light shrimp pink with naples yellow and deep rose pink. Lower lip spotted with bordeaux. Flowers five to six inches. Good formation.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	10.00	.....	.....
½ size	5.00	.....	.....

No. 405. "RADIO" (1925)

Pale rhodonite pink overlaid with daphne red. Large spots of bright amaranth purple on lower petal. Very striking.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	25.00	.....	.....
½ size	12.50	.....	.....

No. 408. "ISOLENE" (1925)

Hermosa pink overlaid with geranium pink and slate violet. Lower petals speckled with carmine and traces of baryta yellow.

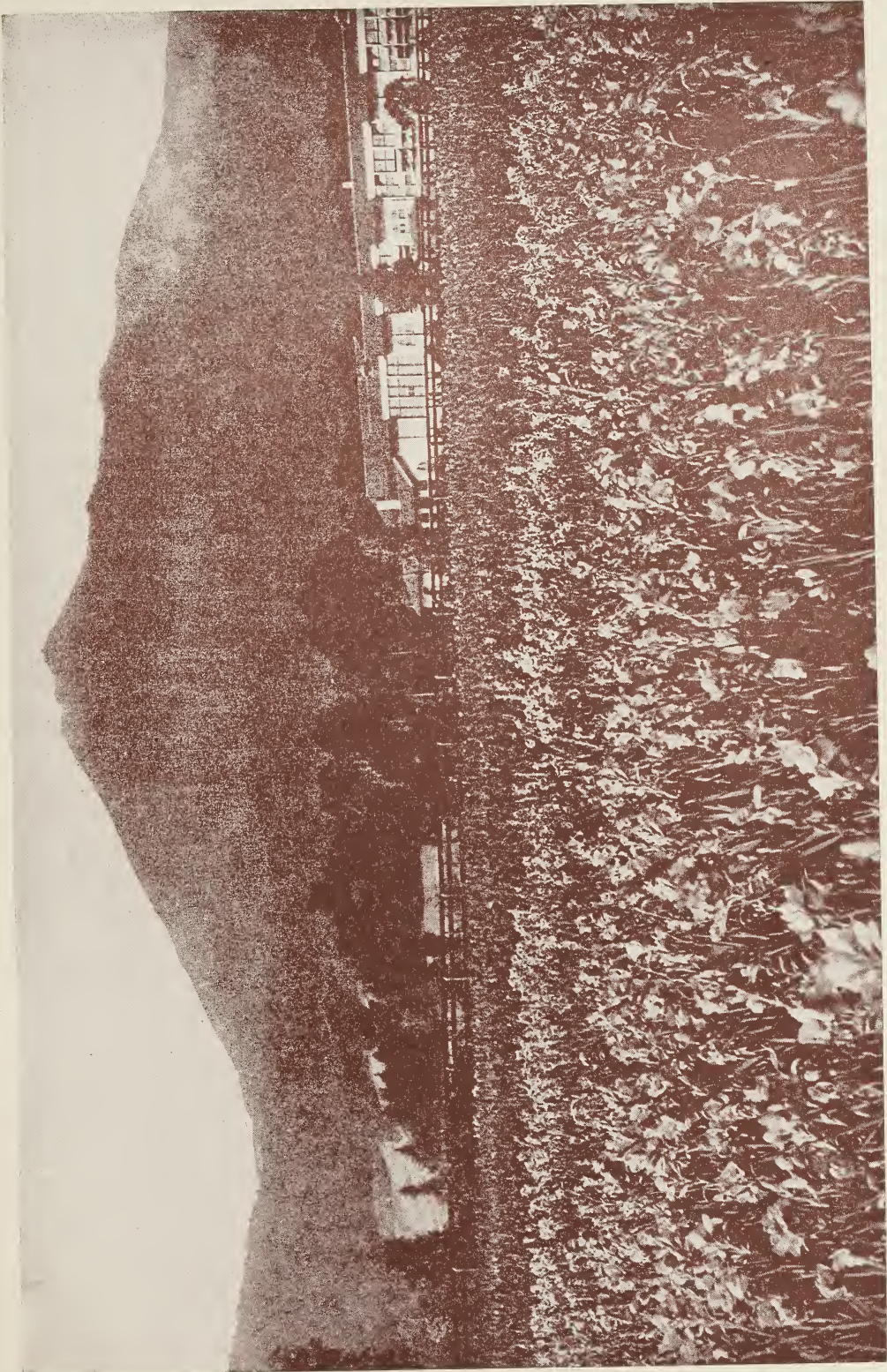
	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	10.00	.....	.....
½ size	5.00	.....	.....

No. 414. "BARBARA LA MARR" (1925)

Geranium pink overlaid with deep rose doree. Apricot yellow lip sprinkled with carmine. Good cut flower variety.

	<i>Each</i>	<i>Dozen</i>	<i>One Hundred</i>
Bulbs	25.00	.....	.....
½ size	12.50	.....	.....





PART VIEW OF OUR NURSERY, WITH THE FAMOUS MT. TAMALPAIS IN THE BACKGROUND



No. 415. "MME. SCHUMANN HEINCK" (1925)

Mauvette, overlaid with phlox purple. Lip a vivid reddish purple with pale viridine yellow stripes through the center. Ruffled edges. Orchid coloring.	Each	Dozen	One Hundred
Bulbs	25.00	-----	-----
½ size	12.50	-----	-----

No. 416. "MR. CHRISTIAN DE GUIGNE" (1925)

Light corinthian red overlaid with deeper corinthian red and perilla purple. White stripes through the center of each petal. Perfect formation and large flowers.	Each	Dozen	One Hundred
Bulbs	15.00	-----	-----
½ size	7.50	-----	-----

## DIENER'S MIXED HYBRIDS—1924 MIXTURE

Our 1924 Gladiolus Mixture is made up of the finest stock, unexcelled in size and coloring. They are mostly in shades of salmon, lilac, pink, yellow and orange, very few red. This is the best mixture on the market, and we are certain that you will be highly pleased with the same. It is made up of many thousands of unnamed varieties of our hybrids. A wonderful combination of colors.

	Bulbs	½ Size	¼ Size	Bulblets
Per Doz.	2.00	1.00	.50	-----
Per 100	15.00	7.50	3.75	-----
Per 1000	75.00	37.50	18.75	5.00

We will not sell less than 1,000 bulblets. If you desire a greater amount of bulbs or bulblets, than in thousand lots, write us, and we will make a reasonable figure.

## Gladiolus Collections

The following are SPECIAL COLLECTIONS, made up of one bulb each of our most popular varieties, in order to give our customers the opportunity of obtaining choice collections at a greatly reduced cost. We will allow no discount on collections. Kindly order by number.

SUBSTITUTION IN COLLECTIONS. We reserve the right to substitute when out of a variety listed in any of the collections. Please do not include varieties not mentioned in the same. If your order contains any such, we will be obliged to ignore it.

### COLLECTION No. 1

4 Sarah Lillie .....	\$ .15
31 Pres. C. C. Moore.....	.15
32 Fairfax .....	.15
38 Jack London .....	.25
90 Caroline Frear Burke .....	.15
186 Lillian Webb .....	.10
189 Elizabeth Gerberding .....	.15
198 Ross Valley .....	.10
204 Frank J. Symmes.....	.15
205 David Starr Jordan .....	.15

Value .....	\$ 1.50
One each of above for.....	\$ 1.00

### COLLECTION No. 2

4 Sarah Lillie .....	\$ .15
22 San Anselmo .....	.10
31 Pres. C. C. Moore .....	.15
32 Fairfax .....	.15
98 Mable Hubbard .....	.50
130 Thomas T. Kent .....	.25
176 Miss Maud Fay .....	.25
186 Lillian Webb .....	.10
189 Elizabeth Gerberding .....	.15
198 Ross Valley .....	.15
204 Frank J. Symmes .....	.15
205 David Starr Jordan .....	.15

Value .....	\$ 2.25
One each of above for.....	\$ 1.50

### COLLECTION No. 3

38 Jack London .....	\$ .25
82 John Merle Coulter .....	.25
90 Caroline Frear Burke.....	.15
98 Mable Hubbard .....	.50
102 Ina Collins .....	.50
107 Heart of Juanita .....	.25
176 Miss Maud Fay .....	.25
186 Lillian Webb .....	.10
188 Mrs. Mary Stearns Burke.....	.25
198 Ross Valley .....	.10
203 Sir Roger Casement .....	.25
204 Frank J. Symmes .....	.15
205 David Starr Jordan .....	.15

Value .....	\$ 3.15
One each of above for.....	\$ 2.50

### COLLECTION No. 4

5 Aloha .....	\$ .50
13 Sunset .....	.25
23 Diener's American Beauty.....	.75
102 Ina Collins .....	.50
113 Mrs. Newell Vanderbilt .....	.50
173 Hawaii .....	.50
188 Mrs. Mary Stearns Burke.....	.25
192 Victory .....	.50
200 Mr. H. A. Hyde.....	.50
221 London Smoke .....	.25
226 Pasadena .....	1.00
236 Marin .....	.25
240 Salome Jane .....	.50
285 Mrs. Rudolph Spreckels.....	.25
333 Wistaria .....	.25

Value .....	\$ 6.75
One each of above for.....	\$ 5.00

COLLECTION No. 5

24	D. J. Whitney .....	\$ .75
67	Mrs. J. K. Armsby .....	1.50
96	Richard Diener .....	.75
101	Else Rose .....	.75
113	Mrs. Newell Vanderbilt .....	.50
136	Adeline Kent .....	.50
166	Diener's White .....	.50
188	Mrs. Mary Stearns Burke .....	.25
202	Mrs. John R. Walsh .....	.50
211	Zoe .....	1.50
220	Eldiva .....	1.00
328	Bubbles .....	1.00

Value ..... \$ 9.50  
One each of above..... \$ 7.50

COLLECTION No. 6

98	Mable Hubbard .....	\$ .50
113	Mrs. Newell Vanderbilt .....	.50
175	Mrs. Leon Douglas .....	1.00
192	Victory .....	.50
200	Mr. H. A. Hyde .....	.50
202	Mrs. John R. Walsh .....	.50
218	Yosemite .....	1.00
221	London Smoke .....	.25
277	Beatriz Michelena .....	2.00
312	Mrs. Richard Lohrman .....	1.50
317	Lucia .....	2.00
318	Katharine F. Hess .....	.50
320	Esther Olson .....	1.50
327	Dr. Adolph Rosenthal .....	.50
332	Rose Ash .....	.50

Value ..... \$13.25  
One each of above for..... \$10.00

COLLECTION No. 7

67	Mrs. J. K. Armsby.....	\$ 1.50
89	Norma Krausgrill .....	1.00
96	Richard Diener .....	.75
175	Mrs. Leon Douglas .....	1.00
184	Alma .....	2.50
190	Altamyra .....	2.00
202	Mrs. John R. Walsh .....	.50
206	William Kent .....	2.50
211	Zoe .....	1.50
216	Martha Fernekes .....	1.00
218	Yosemite .....	1.00
220	Eldiva .....	1.00
232	Flame .....	1.00
240	Salome Jane .....	.50
293	Pola Negri .....	1.00
311	Gladis Plath .....	.75
312	Mrs. Richard Lohrman .....	1.50
318	Katharine F. Hess .....	.50
320	Esther Olson .....	1.50
327	Dr. Adolph Rosenthal .....	.50
328	Bubbles .....	1.00
329	Moonbeam .....	3.00
332	Rose Ash .....	.50
337	Virginian .....	2.00

Value ..... \$30.00  
One each of above for..... \$25.00

COLLECTION No. 8

In Shades of Red

82	John Merle Coulter .....	\$ .25
107	Heart of Juanita .....	.25
192	Victory .....	.50
203	Sir Roger Casement .....	.25
337	Virginian .....	2.00

Value ..... \$ 3.25  
One each of above for..... \$ 2.50

COLLECTION No. 9

In Shades of Lavender

4	Sarah Lillie .....	\$ .15
187	Costa Rica .....	.25
190	Altamyra .....	2.00
311	Gladis Plath .....	.75
333	Wistaria .....	.25

Value ..... \$ 3.40  
One each of above for..... \$ 2.50

COLLECTION No. 10

Ashes of Roses Color

31	Pres. C. C. Moore .....	\$ .15
39	Dr. Lincoln Cothran .....	.25
145	Mrs. Cothran .....	.25
186	Lillian Webb .....	.10
221	London Smoke .....	.25
332	Rose Ash .....	.50

Value ..... \$ 1.50  
One each of above for..... \$ 1.00

COLLECTION No. 11

In Shades of Pink

130	Thomas T. Kent .....	\$ .25
189	Elizabeth Gerberding .....	.15
191	Mrs. H. E. Bothin .....	.25
202	Mrs. John R. Walsh .....	.50
285	Mrs. Rudolph Spreckels .....	.25
312	Mrs. Richard Lohrman .....	1.50

Value ..... \$ 2.90  
One each of above for..... \$ 2.00

COLLECTION No. 12

In Shades of American Beauty and  
Magenta

10	Anna Eberius .....	\$ .25
23	Diener's American Beauty .....	.75
32	Fairfax .....	.15
211	Zoe .....	1.50
220	Eldiva .....	1.00

Value ..... \$ 3.65  
One each of above for..... \$ 3.00

COLLECTION No. 13

In Shades of Salmon and Yellow

24	D. J. Whitney .....	\$ .75
38	Jack London .....	.25
67	Mrs. J. K. Armsby .....	1.50
113	Mrs. Newell Vanderbilt .....	.50
188	Mrs. Mary Stearns Burke .....	.25
293	Pola Negri .....	1.00
330	Loreley .....	.25

Value ..... \$ 4.50  
One each of above for..... \$ 3.50



COLLECTION No. 14  
Flame Color

205 David Starr Jordan .....	\$ .15
232 Flame .....	1.00
277 Beatriz Michelena .....	2.00
318 Katharine F. Hess .....	.50
354 Thais Valdemar .....	3.00
Value .....	\$ 6.65
One each of above for.....	\$ 5.00

COLLECTION No. 15  
Ten Ruffled Varieties

19 Myrtle McNally .....	\$ .25
113 Mrs. Newell Vanderbilt .....	.50
136 Adeline Kent .....	.50
184 Alma .....	2.50
189 Elizabeth Gerberding .....	.15
191 Mrs. H. E. Bothin .....	.25
199 Emile Ashe .....	.25
202 Mrs. John R. Walsh .....	.50
203 Sir Roger Casement .....	.25
204 Frank J. Symmes .....	.15
Value .....	\$ 5.30
One each of above for.....	\$ 4.00

## Gladioli Seed

Selected from all of our named varieties and seedlings, well mixed. The sizes of the flowers range from 4 to 9 inches in diameter, and the height of the stems is from 5 to 8 feet. The seedlings of this seed will flower in from 5 to 6 months after sowing, providing they receive the proper care. It must be understood that the right size of the flowers and stems of seedling Gladioli comes out in the second year of cultivation. These seedlings range in all colors imaginable, but salmon, white, lilac, pink, rose and yellow are the predominating colors. No other firm in the world puts Gladiolus seed of such quality as ours on the market at such a reasonable price.

Price of 10 Grams (about 1,000 seeds).....	\$ 1.00
Price per pound .....	35.00

## Method of Sowing Gladiolus Seed

The seed of Gladioli should be sown early in the spring. If the ground is fine, loose, sandy soil, then it is best right out in the open, like onions in rows. The seeds should be covered as little as possible, and the soil used for covering should be finely sifted and contain half sand. Like all the seeds of plants of South African origin, gladiolus seeds sprout unevenly, some at once, while others will not sprout until six to ten months after sowing under the same conditions. This is not due to the quality of the seed, but is a habit inherent in it where they grow wild. For this reason, seed beds should be made so that they will not be disturbed when the seedlings are lifted out, for all seeds will eventually come up. In parts where it freezes, these beds should be covered with leaves thick enough so that the frost cannot reach the seeds. If sown out in boxes, and started indoors, young plants of Gladiolus can be easily transplanted in the open if they are handled properly.

Gladiolus cormels or bulbets will grow faster if the outer hard shell is removed just before planting. They should not be covered more than one-half inch with soil; the ground should be enriched with old manure and worked good and deep. If given the proper treatment, almost all will flower five months after planting.

\* \* \* \* \*

Richard Diener Company,  
Kentfield, California.

Dyersville, Iowa.

Dear Mr. Diener:

I am just digging my bulbs and after reviewing my season's work I find more satisfaction this year than ever in confining my growing to your stock. Have been growing the Diener varieties for the past five years and I want to say that they surpass any others that I have tried, and I have had quite a few others.

At our County Fair this year I again won all prizes, showing 65 varieties, and of that number 25 were Diener's. Would have had more but same were not in bloom. Mrs. Leon Douglas had a flower at least 5 inches across and was the big attraction. I dug one Pola Negri bulb, and in counting the increase, found 357 bulbets on it, besides two large bulbs. In my estimation, this is going to be the big cut flower variety.

Hoping to hear from you sometime, and wishing you all the success that your efforts deserve, I beg to remain,

Yours truly,

JOSEPH A. FREYMANN.

Richard Diener Company,  
Kentfield, California.

Woodbine, Iowa.

Dear Sirs:

The bulbs I got from you last year were grand. Some of them sent up stalks five feet high. Some of your California Correspondents claimed such heights, but I had not hoped for anything so fine on an Iowa Farm under ordinary garden care. I am greatly pleased and will surely send more orders in future years.

Yours very truly,

MRS. J. H. COMPTON.

List of Named Gladioli Originated by Richard Diener in Alphabetical Order

184	Alma	355	Lagunitas
5	Aloha	414	La Marr, Barbara
190	Altamira	346	La Paloma
387	Arabella	4	Lillie, Sarah
67	Armsby, Mrs. J. K.	312	Lohrman, Mrs. Richard
120	Arnold, Mrs. Stanleigh	38	London, Jack
199	Ashe, Emilie	221	London Smoke
174	Atlantis	330	Loreley
		317	Lucia
180	Beale, Mrs. Truxton	236	Marin
335	Bechman, Mr. Henry	349	Mars
395	Beethoven	345	McAvoy, May
234	Belvedere	324	McGavin, William
336	Bennett, Dr. F. E.	19	McNally, Myrtle
244	Bolinas	396	Mexico
191	Bothin, Mrs. H. E.	277	Michelena, Beatriz
328	Bubbles	329	Moonbeam
90	Burke, Caroline Frear	31	Moore, Pres. C. C.
188	Burke, Mrs. Mary Stearns	403	Moore, Colleen
		322	Mozart
257	California Giant	283	Nectarine
305	Carbone, J. A.	293	Negri, Pola
361	Carmelita	380	Nixe
393	Caruso, Enrico	358	Nolene
203	Casement, Sir Roger		
367	Cattlaya	320	Olson, Esther
373	Christ, Mr. Frederick		
70	Coffin, Lillian Harris	268	Papilio
102	Collins, Ina	226	Pasadena
342	Compson, Betty	272	Patti, Adelina
187	Costa Rica	282	Phini
39	Cothran, Dr. Lincoln	331	Phipps, Mr. W. H.
145	Cothran, Mrs.	326	Phylos
82	Coulter, John Merle	311	Plath, Gladis
297	Cunningham, Mrs. Robert		
		50	Queen of the Night
388	Dean, Priscilla	405	Radio
416	De Guigne, Mr. Christian	83	Richardson, Mrs. Willard
281	Del Monte	332	Rose Ash
96	Diener, Richard	327	Rosenthal, Dr. Adolph
23	Diener's American Beauty	198	Ross Valley
166	Diener's White	363	Rubens, Alma
372	Dohrmann, Mrs. A. B. C.		
175	Douglas, Mrs. Leon	240	Salome Jane
		22	San Anselmo
10	Eberius, Anna	369	San Francisco
237	Edison, Thomas A.	304	San Jose
220	Eldiva	9	Sausalito
321	Elf	276	Shaw, Bernard
101	Else Rose	117	Sierra
266	Esberg, Caroline	375	Sills, Milton
334	Eudora	313	Sisson, W. A.
		165	Skiff, Dr. Frederick J. V.
32	Fairfax	285	Spreckels, Mrs. Rudolph
338	Farrar, Geraldine	246	Stahlbaum, Mimi
176	Fay, Miss Maud	401	Storm King
216	Fernekes, Martha	13	Sunset
177	Field, Joseph	204	Symmes, Frank J.
232	Flame		
339	Ford, Henry	286	Taylor, Ruth
241	Fredericks, Victoria	376	Tehama
398	Fredericks, Pauline	265	Thompson, Anne
		365	Torador
269	Geisha		
189	Gerberding, Elizabeth	354	Valdemar, Thais
394	Gish, Lillian	113	Vanderbilt, Mrs. Newell
213	Guernsey, Mrs. Lillian	29	Venus
		192	Victory
386	Hampton, Hope	337	Virginian
315	Hardee, Elizabeth		
173	Hawaii	341	Waikiki
107	Heart of Juanita	202	Walsh, Mrs. John R.
415	Heinck, Mme. Schumann	193	Webb, Jonathan
318	Hess, Katharine F.	186	Webb, Lillian
98	Hubbard, Mable	391	Wells, H. G.
200	Hyde, Mr. H. A.	24	Whitney, D. J.
		374	Williams, Kathryn
295	Ibanez, Blasco	333	Wistaria
408	Isolene	382	Wotan
		378	Yolo
205	Jordan, David Starr	218	Yosemite
		211	Zoe
136	Kent, Adeline		
1	Kent, Mrs. William		
130	Kent, Thomas T.		
206	Kent, William		
89	Krausgrill, Norma		





PART VIEW OF LATH HOUSES, WHERE PETUNIA SEED IS RAISED BY ARTIFICIAL HAND POLLINATION



## PETUNIAS

### Diener's Ruffled Monsters

No novelty in flowers has found more admirers than our Ruffled Monster Petunias during the last few years. In 1917 we sent out the first seed of these and the sales amounted to less than \$100. We had a hard time to make people believe that we had such a large flowering Petunia, as every one seemed skeptical about it. In the last three years our sales have increased tremendously since they have become known and exhibited.

Last season's Petunia seed sales amounted to over \$15,000, and this year we are certain that they will reach over the \$25,000 mark, according to previous increase.

All of our seed is produced by artificial hand pollination in lath houses where insects are excluded. No expenses are spared to get the finest seed that skill and experience is able to produce. Every kernel of the seed sent out should make a plant if handled properly, as the seed is cleaned by a process where only fertile seeds are selected.

As Petunias revert to the old type continually, it does not pay anyone to raise his own seed, as in most cases the results will be poor. It requires long experience to know the habits of Petunias and to overcome the effects of reverting. No matter how small a quantity is needed, you will do better by buying your seed directly from us instead of raising your own. We are improving our strains each year in growth, coloring and size of flowers, so you will always have the latest, also the GENUINE.

In shipping seeds we take the greatest care to have it arrive in perfect condition. We take pains in packing, so that it will be moisture-proof, and at the same time will not be crushed in transit.

Most other flowers have their seasons, and bloom only once a year, but not so with the Petunias. They flower continually, all the year around, making them of still greater value. They are good as a cut flower, as they last from 2 to 3 weeks in water, new flowers will bloom while the old blossoms are dropping off.

#### ORDER EARLY

We wish to emphasize the fact that it is far better to order seeds before zero weather sets in, so that there will be no danger of it being damaged by frost while in transit. We pack the seeds as warm as possible, but in December, January and February, in localities where the temperature goes below zero, we would recommend to have the seed shipped the latter part of November to insure its safe arrival.

#### INSTRUCTIONS FOR SOWING PETUNIA SEED

Prepare a seed bed by taking two parts of any light compost or leaf mold thoroughly mixed with one part of clean sand. Sift all through a fine sieve. With this mixture, fill flats or seed pans, pressing down the soil to a flat surface within two inches of the top. Give a thorough soaking. After the water has seeped into the soil, sprinkle the Petunia Seed evenly over this surface, but do not cover with the least bit of soil. To prevent attacks, however, of fungi, which might easily kill the young Petunia Plants, sprinkle the newly sown flats with charcoal dust. Place a clean pane of glass over the flats or seed pans, and in the daytime, if reached by the sun's rays, place a single sheet of newspaper over the glass to prevent burning. At night and in dark weather remove this sheet of paper. Avoid carefully all excess of moisture and have pans near glass in well ventilated atmosphere. As soon as the seed sprouts, (say in 8 to 10 days after sowing, if kept at a temperature of 60 degrees) take off the pane of glass entirely. The young plants should be transplanted as soon as possible into flat boxes, spacing them an inch apart.

If this seed is handled right, every kernel will germinate, as they are cleaned by a process where only fertile kernels are selected. Ants will carry off the seeds if they have any access to the same. Snails will eat the young seedlings, a great many in one night. For this reason, seed boxes should be placed so that snails and ants are unable to reach them. Most of the loss of the seed occurs in this way.

We would suggest in this case that the seed box be placed on small blocks of wood, the blocks resting in jars or pans, the latter containing either oil or water. The ants or snails are unable to cross the oil or water, and consequently cannot reach the seed.

We notice in our California climate that the smaller varieties of Petunias may be sown out in any month of the year, but our experience with the Ruffled Monsters has been that if they are sown in December or January they will not do as well as if sown out in February. However, we could not say if this is true in all localities.

Comparisons have been made with seedlings which were sown in January and seedlings sown in February, and at the end of March the plants which were sown at the earlier date were no larger than those sown a month later. For this reason, we recommend not to sow out Ruffled Monsters before February 1st.





PETUNIAS—DIENER'S RUFFLED MONSTERS. (Seedlings in 3-inch pots twelve weeks after sowing.)



TYPE OF DIENER'S RUFFLED MONSTER PETUNIAS (Greatly Reduced)

## Ruffled Monsters

	Price Per Pkg.
No. 1. PINK. Strong veined center. Flowers 6 to 8 inches in diameter, and of exquisite color combination. This variety is without doubt one of the largest and most wonderful varieties in existence .....	\$.50
No. 2. RED. Strongly veined Mahogany and black center. Average flowers 5 to 7 inches in diameter .....	.50
No. 3. VARIEGATED. Colors appearing in checks, blotches and stripes of red, pink and white. Flowers 5 to 7 inches in diameter.....	.50
No. 4. WHITE .....	.50
No. 5. RED WITH BLACK CENTER. Outer edge of the flower is red with a coal black center .....	.50
No. 6. PALE LILAC PINK. Heavily ruffled with strongly veined center. Flowers 4 to 5 inches in diameter .....	.50
No. 7. RED AND WHITE VARIEGATED. Large yellow center.....	.50
No. 18. VARIEGATED HEAVY RUFFLED. Outside white with blotches and checks of magenta appearing on edges of petals. Size of flowers 4 to 5 inches across .....	.50
No. 20. MAUVE. Center heavily veined with Royal purple. One of our most exquisite and most popular varieties. Average flowers 5 inches across....	.50
No. 8. RUFFLED MONSTERS MIXED. All colors of the above mentioned varieties evenly mixed .....	.50

### The Following Varieties Are Somewhat Smaller Than the Ruffled Monsters:

No. 9. FLESH PINK FRILLED. A most beautiful variety, with edges frilled. Flowers are 3 to 4 inches in diameter .....	\$.50
No. 10. WHITE FRILLED. Snow white with flowers 3 inches in diameter. Plants of dwarf growth .....	.50
No. 11. BLUE OR PURPLE. We especially recommend this variety. It has been greatly improved in size and clearness of color The flowers average 4 inches in diameter. It is of a rich silky blue .....	.50
No. 12. APPLE BLOSSOM. Pale Apple Blossom Pink. Flowers 3 inches in diameter with frilled edges. Plants of dwarf growth .....	.50
No. 13. ALL VARIETIES MIXED, including Ruffled Monsters and Pink Glory.....	.25
No. 14. DIENER'S PINK GLORY. The greatest novelty in Petunias, pure flame rose pink, without a trace of purple. Flowers 3 to 4 inches in diameter and slightly ruffled. Plants attain a height of 12 to 14 inches. A very compact grower and is continually covered with flowers.....	.50
No. 15. BLUE AND WHITE. Especially adapted for window boxes or hanging baskets .....	.50
No. 16. WHITE GIANT. Snow white with flowers of the largest size, 5 to 6 inches across. The seedlings of this variety come 95% true.....	.50
No. 17. PALE SULPHUR YELLOW. Flowers single and double with heavily frilled edges. Entirely new, it being the first clear yellow.....	.25
No. 19. GIANT PINK GLORY. (1925.) An improvement on Pink Glory. It is of the same coloring as our No. 14, but the blooms are twice the size, and the plants of more bushy growth. This is a truly wonderful variety and should be in every garden .....	.50
No. 22. ROSE COLOR. Very showy and striking, wonderful for massing in beds or borders. Very free blooming, plants of dwarf growth, reaching a height of 6 to 7 inches. Flowers two inches in diameter .....	.25





GIANT DOUBLE PETUNIA—(Actual Size)

- No. 23. PALE AMARANTH PINK. Flowers single, averaging two inches across, of dwarf growth. This variety is used extensively for bedding, as it blooms profusely ..... .25
- No. 32. GIANTS OF CALIFORNIA. (1925.) Tall growing large flowering singles, from 4 to 6 inches in diameter, in all shades from pale blue to dark red. These blossoms are of velvety texture and make a gorgeous showing when massed together ..... .25

## Double Varieties

- No. 24. GIANT DOUBLE MIXED—BROAD PETALS. Colors ranging from snow white through all shades of pink, mauve, purple and dark red, the lighter shades predominating. The double flowers are very large and perfectly formed, some being beautifully fringed, while others are ruffled and fluted. The seed of this variety is greatly improved over that which we offered last season. We guarantee 33% double. A peculiarity of the doubles is that they are the slowest growers in the lot. In most cases, the seedlings appearing first are the singles, while the latest are the doubles.....\$1.00
- No. 25. DOUBLE FRINGED MIXED. Double flowers and of all colors imaginable. Plants sturdy and erect, yielding a profusion of brilliantly marked flowers, some fringed and fluted, while others have lace-like edges..... .50

NOTE: The next five varieties are the largest and most highly developed strains in double petunias. Nos. 27 and 28 are of the most wonderful colorings ever produced. The size of the flowers is around 6 inches in diameter, and all are guaranteed to bring 33% double.

- No. 26. RHODAMINE PURPLE. (1925.) Giant double, broad petals. Flowers 5 to 6 inches in diameter. Mammoth blossoms of the very richest coloring 1.00
- No. 27. AMARANTH PINK. (1925.) Giant double, a huge blossom with broad petals. A very free blooming variety of wonderful merits..... 1.00
- No. 28. MAUVE. (1925.) Giant double, broad petals, flowers 5 to 6 inches in diameter. Blossoms extremely large and showy, of orchid coloring. Plants continually covered with blooms ..... 1.00
- No. 29. VIOLET PURPLE. (1925.) Giant double, broad petals. Flowers 5 to 6 inches across. One of our latest introductions that is sure to please the most critical ..... 1.00
- No. 30. VARIEGATED. (1925.) Giant double, broad petals. Flowers 5 to 6 inches in diameter. White background, with Amaranth and red colors in checks and stripes. Very attractive ..... 1.00
- No. 31. PALE ROSOLANE PURPLE. (1925.) Double, heavily frilled. Dwarf and bushy growth, flowering continually. Average blooms 3 inches across .50
- No. 33. YELLOW DOUBLE. (1925.) Very clear yellow, very fine variety..... .50

## Wholesale Prices—Petunia Seeds

	1/16 Ounce	1/8 Ounce	1/4 Ounce	1/2 Ounce	1 Ounce
No. 1 .....	10.00	18.75	37.50	75.00	150.00
Nos. 2, 3, 4, 5, 6, 7, 8, 9, 11, 14.....	7.50	15.00	25.00	50.00	100.00
Nos. 20, 15, 19 .....	7.50	15.00	25.00	.....	.....
Nos. 13, 17, 22, 23 .....	3.75	7.50	12.50	25.00	50.00
No. 32 .....	3.25	6.00	11.50	20.00	40.00
Nos. 24, 26, 27, 28, 29 .....	20.00	35.00	60.00	115.00	225.00
No. 25 .....	15.00	25.00	45.00	80.00	150.00
Nos. 10, 12, 16, 31, 33, 30, 18 .....	.....	.....	.....	.....	.....

(No wholesale prices on the above, as our stock is limited.)





GIANT DOUBLE PETUNIA (*Greatly Reduced*)

Prineville, Oregon,  
December 10, 1923.

Richard Diener,  
Kentfield, Calif.

Dear Sir:

Last Spring I bought some of your Ruffled Monster Petunia seeds. Every seed germinated and such plants, healthy and robust. I have counted as high as 54 flowers in full bloom and not one less than four inches across on one plant, and in continuous bloom for months. I am placing my order now so I will be able to renew my petunia bed for next year.

Yours truly,  
MRS. GEORGE NICOLAI.

\* \* \* \*

New York, N. Y.,  
November 8, 1923.

Richard Diener Co.,  
Kentfield, Calif.

Gentlemen:

Last Spring I sent to you for some Petunia seeds and wish to report wonderful results. They were the envy of all my neighbors. I never saw such beautiful flowers. They were loaded with blossoms all summer and kept on blooming even after our first frost, two weeks ago.

Very truly yours,  
GAIL BORDEN.

\* \* \* \*

Worcester, Mass.,  
December 26, 1923.

Richard Diener Co.,  
Kentfield, Calif.

Gentlemen:

Please send order of seeds. I think this is the fifth season I have used your Petunias. Have taken many prizes; think they are truly wonderful.

Very truly yours,  
MRS. P. G. FORBES.

Petunia Plants

Petunia Plants flowering, out of 3-inch pots.....\$ 2.50 per dozen  
Petunia Plants flowering, out of 3-inch pots..... 18.00 per hundred  
(Quantity prices on request)

Plants shipped from the latter part of April to the end of June only. Shipped Express, Collect. We do not guarantee Petunia Plant shipments to distances greater than 1,000 miles.

NOTICE TO GROWERS! We receive a great many orders for Petunia Plants from our customers, from all over the United States and Canada.

As the plants are of a delicate nature, we are unable to guarantee shipments to distances greater than 1,000 miles. We will be glad to receive names of our customers who are raising plants for market so that we may refer these orders to the nearest source. We would be glad to have names from various localities, so that we can send buyers to places that will be most convenient for them.

Tritoma—Diener’s Hybrids  
(Red Hot Pokers)  
A Novelty of 1925

Tritomas ranging in all colors from yellow and coral through all the shades of orange and scarlet. Of the most vivid colorings imaginable. The flower heads are from 8 to 16 inches long, with stems from 4 to 6 feet tall. A few of these will be a great addition to the garden, as a single plant attracts great attention. Plants are raised from seed as easily as grass. No special efforts are required. This variety is illustrated on the back of the catalog.

Trade package .....\$ .50  
(Quantity prices on request)

We will ship plants of Tritoma Hybrids from October until May. In localities where the weather reaches below zero, we advise deferring shipment until after danger of freezing is over. This year we are offering unnamed mixed varieties only.

Per plant .....\$ .50  
Per dozen plants ..... 5.00

Directions for Sowing Tritoma Seeds

Any rich, sandy compost or old hotbed soil is good to sow the seeds out in, either in boxes or hotbeds. Level off the ground and sow seeds thickly. Cover to the thickness of the seeds with the same soil, and keep moist. As soon as the seedlings have from 2 to 3 leaves, transplant them 2 inches apart in boxes or in the open.

When setting out large plants be sure to have the roots near the surface. Do not plant too deep.

In localities where the ground freezes, cover the plants thickly with leaves, or take them up and heel them in, in a cellar as dahlias are stored.

\* \* \* \* \*

Richard Diener Company,  
Kentfield, California.

Penticton, B. C., Canada.

Gentlemen:

You will doubtless remember that I sent you an order for Petunia Plants to be shipped to my son-in-law, Mr. H. Osborne of Fullerton, California, last year, and I understand they had a most glorious show in their boulevard. Your petunias were planted between their roses and the effect was grand. I made a great mistake in saving my own seed from your petunias. I shall never do it again but will order direct from you.

Yours sincerely,

I. H. GLASS.

\* \* \* \* \*

Richard Diener Company,  
Kentfield, California.

Springfield, Massachusetts.  
Jan. 18, 1924.

Dear Sirs:

Am pleased with results obtained with your petunia seed. Grew 1,000 plants last spring and had no trouble selling them, especially “Pearl of Kentfield,” nearly 100% true.

Yours respectfully,

WILLIAM H. FRANK.





DIENER'S EVER-FLOWERING AMARYLLIS HYBRIDS

*Note—While Plant Has Seed Ripe, New Flower Spike Is Appearing*





## Diener's Ever-Flowering Mammoth Amaryllis Hybrids

For years Mr. Diener has been working on Amaryllis to enlarge and enrich the coloring, and we have now a good stock on hand, the colors ranging from white to all shades of pink; red to the deepest scarlet; the most brilliant and dazzling colors imaginable. The flowers are from 10 to 14 inches in diameter and there are mostly four flowers to the stem. Unlike the old Amaryllis, which flowers only once a year, these new hybrids bring a spike every 3 to 4 months. They are very valuable for cut flowers. If the pollen is removed when the flowers open, they will last for several weeks.

Diener's Mammoth Amaryllis Hybrids are the coming big show objects of the future. Anyone who has some space in the greenhouse should raise a batch of these seedlings. Cultivation is simple, as they grow very easily. Soil suitable for a geranium or Fuchsia is all right for these Amaryllis. They must have very little shade when under glass, and during the summer kept out in the open in the full sun. When bulbs are larger, it is necessary in planting that just the roots be placed in the ground, the whole bulb must be above the ground. Another point of importance is: Do not water while the ground is wet. Wait until soil gets dry.

These Amaryllis should be kept under continual cultivation all the year around; never rested or kept dry, the nearer the temperature is kept to 70 degrees during the night, the more, and the better they will flower.

### How to Sow Out Amaryllis Seed

Sow out in boxes or seed pans (in greenhouse or hotbed), containing finely sifted sandy leaf mold to a thickness of three inches. Smoothen out surface of soil evenly and wet thoroughly. Spread seeds closely together (so close that they touch one another), and cover with the same soil just sufficient to hold them down. Keep moist but not too wet. If air is too dry, cover with glass. In case of very hot sun, care must be taken that glass is covered with a sheet of newspaper, in order to prevent heat forming between glass and soil, which will cook the young plants.

Young plants will come up in about three weeks, and should remain in the same box for another two or three months. Then replant in three inch pots, or in boxes about two inches apart. Seedlings, when given the proper care, will commence to flower 18 months after sowing. Seed can be sowed out at any time of the year.

20 seeds \$1.00, 100 seeds \$3.50, 1000 seeds \$30.00

## Amaryllis Bulbs—Diener's Hybrids

Young stock ready to flower, \$2.00 per bulb, \$20.00 per dozen; \$3.00 per bulb, \$30.00 per dozen. Other bulbs of larger size at \$5.00, \$7.00, \$10.00 and \$15.00 each, according to the size of the flowers. Prices of larger quantities on request.





PATH IN ELIZABETH HARDEE IRIS GARDENS AT KENTFIELD, MARIN COUNTY, CALIFORNIA. THE VARIETY "POWHATTAN" FLOWERING IN THE BORDERS.

## No Garden Is Complete Without Irises

The Iris is of easiest culture. No flower is more satisfying for home decoration. If cut in the bud when about to open, the flowers will expand in the house in their full richness of color and last a long time. Every bud will blossom, replacing with a fresh flower those which fade.

We offer the following varieties separately or in collection. These varieties have been grown by Mrs. Hardee, of the ELIZABETH HARDEE IRIS GARDENS, of Kentfield, California.

The name of the originator is, where known, given in parenthesis. The figures following the names of the varieties are the ratings given in the recent symposium of the American Iris Society.

The American Iris Society has checked on many of the Bearded Iris and this checking has been indicated by numbers—100 being a perfect Iris; 90 and over is very fine; 85, fine; 80, very good; 70, good.

S signifies "Standards" or upright petals; F the "Falls" or drooping petals.

### Irises

(Pogon, or Bearded)

	Each
ALBERT VICTOR (Barr), 79. Perhaps no iris is more satisfactory than this beautiful Pallida. Large flowers of wonderful sheen borne upon 40 inch stems. Fragrant. S and F a rich lavender blue .....	\$ .25
CATERINA (Foster), 89. A light violet self, fragrant, lovely; stem 2 to 4 feet.....	.25
CLARISSIMA. S soft pink lavender. F violet purple netted on snow white, giving a peculiar tigered effect; falls held horizontally. Charming in mass.....	.25
FREDERICK. S pale lavender blue. F lavender blue, veined brown at throat. Heavy bloomer, one of the best for massing; large flower; medium tall.....	.25
GLOIRE DE HILLEGOM, 76. Tall, of vigorous growth; fragrant flower, clear light blue; excellent for cutting .....	.25
ISOLENE (Vilmorin), 86. S pale lilac, flushed yellow. F old rose with shadings of Chinese violet. Large pinkish buff flower of delicate texture and unusual beauty; one of the finest. 3 feet.....	.35
JEANNE D'ARC (Verdier). A delicately frilled white, with tinting of lavender blue; very lovely. 2½ feet.....	.35
KHARPUT, 74. This variety is collected in and named for a town in Mesopotamia. The large violet purple velvety flower is regal in its beauty; one of the first to bloom. 30 inches .....	.25
LOHENGRIN (Goos & Koenemann), 79. Light mauve shading into pink. Flowers of good texture inclined to be frilled. 33 inches.....	.35
OTHELLO. Delicately graceful flower of deep violet tones. Velvety. All divisions long and narrow. Effective near water.....	.25
POWHATTAN (Farr). Rosy purple, very free branching. Blends well with pink or red in garden; excellent for cutting.....	.25
Value .....	\$3.05
Collection of one each of above for.....	2.50

NOTE: The above may be had singly or as a Collection.

SEEDLING IRISES. Suitable for landscaping. Beautiful shades of light blue and mauve. Vigorous stock. \$10.00 per hundred. No order filled for less than one hundred.



## Dahlias

The following is a list of new Dahlias that we are offering. They are the results of many years of labor, and are crossings of the very finest varieties in existence. They are the cream of fifty thousand seedlings.

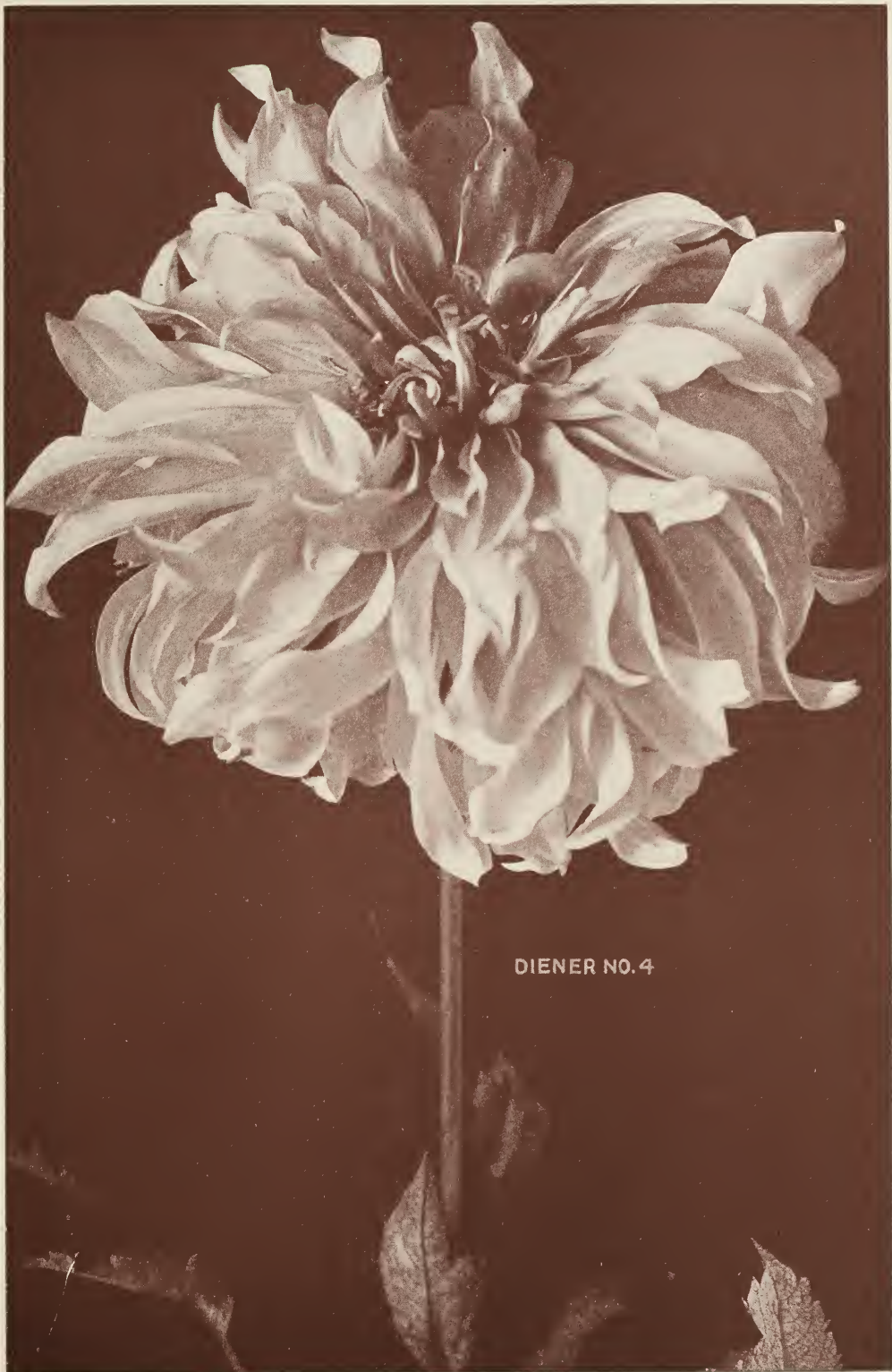
The main object in producing these varieties was to get long wiry stems, which the majority of the finest Dahlias now on the market are lacking. Our new varieties have great long, wiry stems, and are of extremely sturdy growth. The sizes of most all of them are the very largest so far produced. Their colors are the acme of perfection.

These creations will equal, in the Dahlia world, what the Diener varieties of Gladioli stand for in the Gladiolus line.

### NOTE

As there are thousands of named varieties on the market today we are listing ours according to number, in order to avoid using names which may have already been given some other varieties.

	Each	Per Doz.
<b>DIENER NO. 1.</b> An immense Chrysanthemum-type dahlia of real ivory white with a pink underground, shading lighter toward the center. Because of its delicate color, fine foliage, long wiry stems, it is a great contribution to the Dahlia world .....	\$ 5.00	\$50.00
<b>DIENER NO. 2.</b> Flame grenadine red with the extreme outer petals tipped with gold. Petals fold back very regularly, showing a neatly folded center of red. This bloom resembles a large flaming ball, and is extremely striking and attractive. Stems long and rigid. A distinctly beautiful variety, admired by all visitors to our place .....	2.00	20.00
<b>DIENER NO. 3.</b> A semi-cactus of great size. Bright picric yellow, no markings. Petals long and curly, sturdy growth and enormously free blooming. Long, strong stems .....	2.00	20.00
<b>DIENER NO. 4.</b> This exquisitely beautiful semi-cactus is of bright picric yellow. The petals are of good substance, incurved and twisted so that each blossom is a striking bouquet in itself. Long wiry stems. One of the finest in its class. Hot and dry weather does not affect this variety. Very large .....	3.00	30.00
<b>DIENER NO. 5.</b> Another beauty of the semi-cactus class. A very odd color combination. Amber-buff with old rose and ruby shadings. Long twisted and curling petals. Good stems and a free bloomer .....	1.00	10.00
<b>DIENER NO. 6.</b> Splendid variety of Champagne color shading into yellow at the center. This is an enormous bloom, each petal very large and folded back, producing a large, round mass of color. Long, rigid stems. Should be in every collection .....	5.00	50.00
<b>DIENER NO. 7.</b> Snow white with a faint touch of lemon in the center which grows lighter as the flower opens. Petals broad without any markings. A very fine strain of dahlia .....	5.00	50.00
<b>DIENER NO. 8.</b> One of the most beautiful Decoratives yet produced, of pure chalcedony yellow. A most delicate color. Very long petals, some having pointed tips and folded together, while others are divided and deeply cut out. Center petals very closely folded together. A perfect specimen in its class. Flowers are borne high above the foliage on long rigid stems. Perhaps the largest in existence .....	10.00	100.00



DIENER NO. 4



DIENER NO. 9.	Each	Per Doz.
Cream background, petals covered with pinkish lilac, growing into a deeper shade of mallow purple in the center. Tips of petals are divided, giving the flower a beautifully fringed effect. Stems are extra fine and long, and the blooms last well when cut.....	10.00	100.00
<b>DIENER NO. 10.</b>		
A most striking combination of flaming coral and buff. The larger part of the flower is an intense coral and very iridescent, while the two outer rows of petals are tipped with straw. Petals are long and folded back, forming a large, flat flower. Good foliage and healthy grower. Stems very long and tough .....	5.00	50.00
<b>DIENER NO. 11.</b>		
A large blossom of dahlia purple with maroon shading. A well rounded bloom with petals very symmetrically arranged. Deep colored center. Long wiry stems. A wonderful specimen .....	5.00	50.00
<b>DIENER NO. 12.</b>		
A many-petaled Peony of pure Magenta with no markings. Petals are notched and cut out so that each one has three points, giving a wonderful fringed effect. A unique creation which should be in every collection .....	5.00	50.00
<b>DIENER NO. 13.</b>		
A pleasing blossom of rose pink with straw color shading. Outer points show traces of lilac. A large, flat bloom, having long, strong stems. Good cut flower variety. One of the best ever produced .....	5.00	50.00
<b>DIENER NO. 14.</b>		
An enormous bloom of velvety carmine. No markings. Petals are long and twisted. Center practically covered with smaller petals, so that the blossom gives a glorious red effect. Fine foliage and strong growth....	5.00	50.00
<b>DIENER NO. 15.</b>		
Champagne tinted with pinkish lilac. An unusually soft and well blended color. Petals very broad and evenly arranged. A good, full Decorative. Stems long and rigid .....	5.00	50.00
<b>DIENER NO. 16.</b>		
A rosy pomegranate color with tips of petals shading into old rose. Petals of extra fine substance. Flowers immense and borne on long rigid stems. An excellent cut flower variety .....	5.00	50.00
<b>DIENER NO. 17.</b>		
This attractive Decorative of bordeaux, tipped with dahlia purple, very iridescent. Large broad open petals. Long stems .....	5.00	50.00
<b>DIENER NO. 18.</b>		
A very beautiful dahlia of the Decorative type, rosy pink underground, overlaid and striped with Amaranth pink. Very free blooming. Sturdy stems .....	3.00	30.00
<b>DIENER NO. 19.</b>		
An exquisite combination of sulphur yellow and shell pink. A Decorative of great merit. Petals broad with slightly rounded tips, each being outlined in faint pink, making the petals stand out individually. Flowers very hardy and set on long, sturdy stems. One of our best.....	10.00	100.00
<b>DIENER NO. 20.</b>		
Large Decorative of fine form with very broad petals. Ground color is white with purplish lilac coloring. Long, strong stems. This dahlia is perfect in every respect. Immense in size .....	5.00	50.00
<b>DIENER NO. 21.</b>		
A large full blossom of Vandyke red. Petals long and open, and of extremely heavy texture. Free blooming and of splendid growing habits. Good, strong stems .....	5.00	50.00
<b>DIENER NO. 22.</b>		
Large open flower of velvety texture. Color is ox-blood red, very striking. Petals broad and wide open. Fine foliage and flowers held erectly on very long stems .....	5.00	50.00





DIENER NO. 23. (1925)	Each	Per Doz
Light mallow purple. Petals around the center are pure Napthalene yellow. Very odd coloring. Petals folded. Large flowers and long stems .....	5.00	50.00
DIENER NO. 24.	3.00	30.00
A very fine semi-double variety. Amaranth pink overlaid with Tyrian pink. Good, broad petals. Very free blooming. Good foliage and stems .....	3.00	30.00
DIENER NO. 25.	3.00	30.00
Another of the semi-double variety. Real mallow purple with wide open petals. Large blossoms, very free blooming. Long, wiry stems....	3.00	30.00
DIENER NO. 26.	2.00	20.00
A greatly admired Decorative of pure white. No markings whatsoever. Wide open petals, blossoms large and full. Exceptionally fine stems and foliage. Good clean grower .....	3.00	30.00
DIENER NO. 27.	3.00	30.00
A semi-double of fine form. Liseran purple shading into pale olive-buff in the center. Large twisted petals, curling artistically. Very fine stems .....	3.00	30.00
DIENER NO. 28.	3.00	30.00
Citron yellow heavily overlaid with pale rose purple. Very large Decorative. Petals extremely wide and long. Good tough stems. A beauty .....	3.00	30.00
DIENER NO. 29.	3.00	30.00
An immense Decorative of extremely heavy substance. Deep Nopal Red. Outer rows of petals tipped with old gold. Very iridescent and velvety. Good, long wiry stems .....	3.00	30.00
DIENER NO. 30.	5.00	50.00
Liseran purple with rose purple underground. Long broad petals, slightly curled and twisted. Immense flower. Stems long and heavy....	5.00	50.00
DIENER NO. 31.	10.00	100.00
Enormous Decorative of Barium yellow, overlaid with pinkish cinnamon and iridescent old rose. Very long wide petals. Stems extra long and wiry and bear the blooms correctly .....	10.00	100.00
DIENER No. 32. (1925)	10.00	100.00
Large double. Color zinc orange, center wax yellow. This variety shows more iridescence than any we have yet seen. In the sunlight it is covered with small specks of bright glistening gold. Large curly petals. Stems long and strong .....	10.00	100.00
DIENER NO. 33. (1925)	10.00	100.00
Immense double of bordeaux, petals growing darker near the center, shading into deep burnt lake. Velvet appearance. Petals have from two to three divisions. Good strong stems .....	10.00	100.00
DIENER NO. 34.	5.00	50.00
A striking large double. Very iridescent Rhodamine purple. Center aster purple. Each petal is unusually large and wide open. Long, wiry stems .....	5.00	50.00
DIENER NO. 35. (1925)	3.00	30.00
Giant Double. Brazil red. Outer row of petals grenadine. Center petals finely striped with amaranth purple. Very iridescent. Long wide curling petals. Good stems .....	3.00	30.00
DIENER NO. 37. (1925)	3.00	30.00
Large decorative of Baryta yellow, very heavily overlaid with rosolane purple. Good full bloom. Petals large and open. Stems long and strong .....	3.00	30.00
DIENER NO. 38. (1925)	3.00	30.00
A very double Camelia shaped dahlia of snow white. Large broad petals and fine long stems. Good sturdy growth. Lovely variety.....	3.00	30.00
DIENER NO. 39. (1925)	3.00	30.00
A large semi-cactus of coral red. Iridescent. Large curling broad petals. Long stems with good foliage. A beauty .....	3.00	30.00





	Each	Per. Doz.
<b>"APRICOT"</b> Large semi-double. Jasper pink overlaid with chrome around the center. Shell pink undergound. Very iridescent. The colors blended together give an apricot shading. Gorgeous flower. Stems long and strong. Petals are large, wide and open, curling artistically.....	1.00	10.00
<b>"MRS. CARL SALBACH"</b> A lovely mallow pink. The flowers, which are produced in great abundance, are large and of perfect formation. Stems are extremely long and cane-like. Fine growing habits and a perfect exhibition variety.....	1.00	10.00

## Dahlia Seed

Selected from the most up to date Dahlias in existence of all the most modern types. This mixture contains all colors. Our rainless California summers make it possible to get seed from the very double varieties, which is extremely difficult in states where it is rainy during the time when seeds should set. Dahlias will bloom two months after sowing, and will produce plants larger than those from tubers. For this reason ample garden space should be allowed for spreading.

Price per package (100 seeds) .....\$ .50

## Dahlia Seeds From Mrs. Carl Salbach's Seedlings

The new dahlia—Mrs. Carl Salbach—is, in our opinion, the longest and strongest stemmed dahlia we have yet seen. Most of the large dahlias now lack long stems. For this reason Mr. Diener has made a great many crosses with the Mrs. Carl Salbach Dahlia, using the pollen of all the best varieties, and succeeded in raising several thousand seedlings. These seedlings have brought a percentage of 95% double and of coloring beyond description; also of very large size, and the majority with great long stems. We have saved all of the seed from these seedlings, so we are able to offer something extraordinarily fine in Dahlia seed.

Price per package (100 seeds) .....\$3.00

## Fantasy Dahlia Seed—Mixed (Diener—1925)

The Fantasy Dahlias have been originated by Mr. Diener, and are being marketed for the first time this season. They are all bi-colored and come in shades of purple, salmon, red, scarlet, orange, yellow and pink. Each petal has three stripes running lengthwise, the center stripes being white, while the outer stripes are of solid color. Flowers are single, semi-double and double with curling petals. This variety is extremely odd and beautiful and has won the admiration of all who have seen it.

Seedlings will flower from two to three months after sowing and will form large bushes, as if raised from tubers. If you have any space in your garden, you will find real enjoyment in raising a few of these seedlings.

Per package.....\$ .75

## Directions for Sowing Dahlia Seed

Dahlia seed should be spread out on a smooth surface of sandy leaf mold soil and gently pressed in with a flat board. Shake some of the same soil over the seeds with a sieve, barely covering them. Keep in a warm and moist place. Under no conditions let the soil dry out. Place glass or cardboard over the flats to conserve moisture. After the seeds begin to germinate, uncover the boxes and hang cheesecloth, so as to protect them from the blazing sun for a few days. Seeds will sprout unevenly, some at once, and others very much later. After they are up for three or four days, transplant them into two inch pots, or into boxes 3 inches apart. Give the young seedlings plenty of sunshine, but keep them cool in order to have them sturdy when ready for the garden.

Savannah, Ga., March 13, 1922.

Richard Diener Co., Inc., Kentfield, Calif.

Dear Sirs: I am enclosing herewith an order for one hundred (100) seeds of your dahlias. I purchased a package of seed from you last spring, and I must say that I never saw such beautiful flowers as to size and shades of colors. Some of the flowers were of the cactus types and as large as five and a half inches in diameter.

I have saved all of my tubers, and trust they will do even better this summer.

Yours very truly,  
E. J. RANKIN.

## THE DIENER TOMATO

### "King of all Tomatoes"

AWARDED GOLD MEDAL at the California Industries and Land Show, October 5, 1919.

This tomato was originated by Richard Diener in 1917, and has proven in every respect far superior to any variety now existing. The size of the first fruit reaches the weight of 3 pounds, but the average weight is about one pound. The flesh is perfectly filled out, and does not contain hollows, the surface is as smooth as an apple.

The flesh is more solid than any Tomato known, and for dehydrating is a most valuable variety. It is a magnificent dark red shade, which makes it very attractive; it is very sweet and free from acid. For catsup it is unexcelled, as it makes a very bright red color, and contains few seeds.

The yield is enormous, and is not reached by any other variety in existence. The most astonishing fact about this tomato is that it is blight resisting, and is able to endure drought. The growth is strong and healthy, and the plants have a diameter of 6 to 8 feet. For long distance shipping this variety is ideal.

All of the seed that we send out is absolutely true, as we raise it from cuttings of the original plant, and as the whole field is of this same plant, it is impossible for side crossings. For this reason, we advise you to buy your seed directly from us. This tomato has been grown all over the United States and Canada, and reports from everywhere are highly satisfactory.

### Diener Tomato Seed

#### CUTTING RAISED

Per package .....	\$ .25
Per trade package .....	.50
Per Ounce .....	1.50
Per Pound .....	20.00

#### SEEDLING RAISED

Per Ounce .....	\$ 1.00
Per Pound .....	15.00

#### INSTRUCTIONS FOR SOWING SEED

Seeds should be sown in boxes during the months of January and February. If possible, replant once about 2 inches apart in light compost of leaf mold thoroughly mixed with one part of sand. Keep indoors in a frost protected place. As soon as danger of frost is over put out into the open field in the full sun. Ground must be plowed from 10 to 12 inches deep. If set in a light or sandy ground, plant 6 feet apart, and if in heavy ground 8 feet apart. Keep free from weeds and well cultivated; water them once a month. Do not cut anything off of the plants or stake the vines. Let them grow their natural way, as in this way the growth will give the fruit even shade and the sun will not cook it. Do not be afraid of the fruit rotting when on the ground, as this variety will not do so; rainy weather will do no harm to the fruit. This tomato can be washed without being cracked by the water.

### Carter's Sunrise Tomato

A very early but small variety; round as an apple. Grows about ten tomatoes to a cluster, six tomatoes weighing about 1 pound. The flesh is of dark red and of good taste. A heavy yielder, and a greenhouse variety, good for forcing under glass.

Per package.....	\$ .25
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### Diener's Early Abundance Tomato (1925)

This is a very early bearing variety of exceptionally fine market quality. Fruit reaches about 4 ounces. Flesh of deep red color, very solid and free of acid. Crippled fruit is very rarely found in this variety, it being of perfect form.

Per package .....	\$ .25
Per Ounce .....	1.00
Per Pound .....	15.00

### Prune Tomato—(1925)

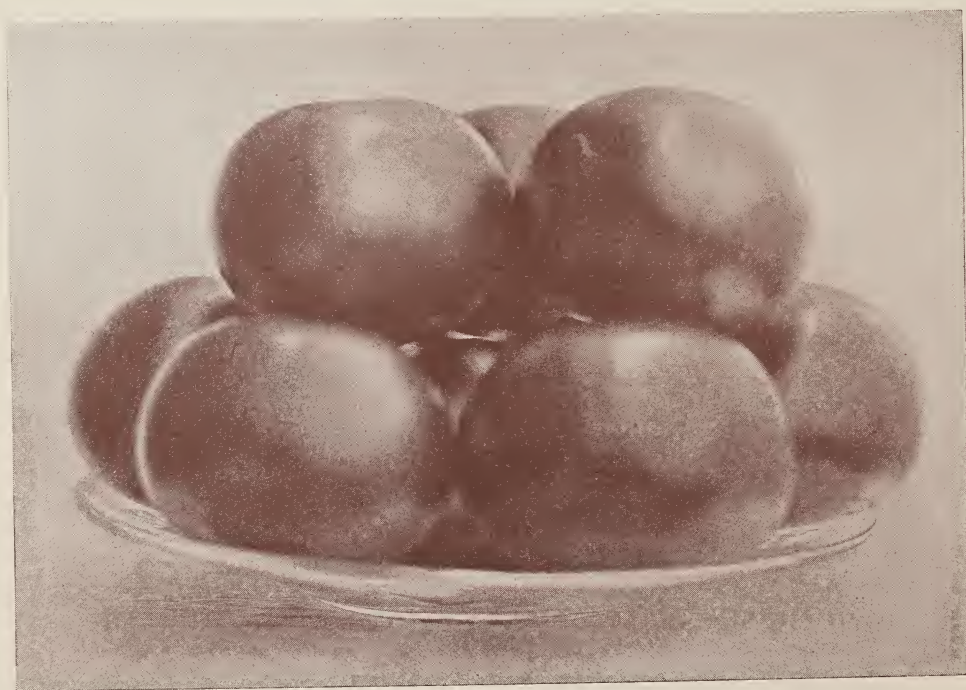
The Prune Tomato is a small tomato about the size of a prune and of oblong shape, growing in large clusters. The color is a deep orange scarlet. They are used in the manufacturing of fruit candy and sweet preserves.

Per package .....	\$ .25
(Quantity prices of above on request)	





PEPPER TOMATO  
*Cross Between Tomato and Bell Pepper*



DIENER'S EARLY ABUNDANCE TOMATO (1925)

## PEPPER TOMATO

### Cross Between a Bell Pepper and Tomato

Produced by Richard Diener in 1922

The following six varieties are improvements on the Pepper Tomato which we offered previously and are results of new crossings which Mr. Diener made two years ago. We are certain that they will soon rank as high and higher than the tomato, especially for use in salads and for slicing. Having the pepper flavor added to the tomato flavor, it has a very spicy combination of its own. All who have tried it have pronounced it far superior to the regular tomato. We have shipped the ripe fruit to Chicago, and they arrived in perfect condition.

The Pepper Tomato never produces any deformed fruit. Each one is perfectly formed and has no ridges like the tomato. The fruit is more egg shaped than round, and resembles the bell pepper formation. In planting, never set closer than from six to eight feet apart. Plants must be in the full sun, and get no shade from trees or houses. Otherwise, cultivation is the same as the tomato.

- |        |  |
|--------|--|
| No. 1. | <b>"NOVATO" (1925)</b><br>Ball shaped, purplish scarlet color. Meat deep red. Single fruit weight is from 4 to 5 ounces. Very spicy, with pepper flavor. Early and free bearing.<br>Per package .....\$ .25  |
| No. 2. | <b>"IGNACIO" (1925)</b><br>Outer skin of orange color, oval shaped. Flesh deep orange. Very early and free bearing.<br>Per package .....\$ .25   |
| No. 3. | <b>"PETALUMA" (1925)</b><br>Purplish orange color. Fruit ball shaped weighing about 4 ounces each. Flesh red and solid. Very early and free bearing.<br>Per package .....\$ .25  |
| No. 4. | <b>"TULARE" (1925)</b><br>Oval shaped fruit, very solid, outer skin purplish orange; center of meat very light. Weight of single fruit 4 to 6 ounces. Very spicy and of peppery flavor. An early and free bearing variety. One of the best.<br>Per package .....\$ .25 |
| No. 5. | <b>"SAN GERONIMO" (1925)</b><br>Outer skin purplish orange color. Weight of single fruit about 5 ounces. Very spicy flavor. Early and free bearing.<br>Per package .....\$ .25   |
| No. 6. | <b>"SONOMA" (1925)</b><br>Deep purplish orange color. Meat red. Weight of single fruit ½ to 1 pound each. Early variety. Very prolific.<br>Per package .....\$ .25<br>Collection of 1 package each of the above.....\$1.00<br>(Quantity prices of above on request)    |

### Yellow Tomato—(1925)

The outer skin of this tomato is of a chrome yellow coloring, the meat citron yellow. The weight of the fruit is about one-half to one pound each. It is of the very finest flavor and is unexcelled for salads.

Per package .....\$ .25  
(Quantity price on request)

\* \* \* \* \*

Richard Diener Company,  
Kentfield, California.  
Gentlemen:

Danbury, Connecticut.  
Jan. 17, 1924.

I got a packet of Pepper Tomatoes last season and set out 16 plants for my own use for trial and am ready to say that it is better flavored than any tomato I have ever eaten. I like it so well that I am getting a large quantity of seed for this season and shall try to get my customers interested. I grow from 150 to 200 dozen tomatoes in pots every season for the select trade.

Yours truly,

FRANK B. SWIFT.





## The Cory Thornless Mammoth Blackberry

(Actual Size)

After several years of trial the Cory Thornless Blackberry has proven to be the largest and best blackberry in existence. Acres and acres of this berry have been planted in California, Washington, and Oregon, and everywhere it has proven a success.

The vines of this blackberry are as free from thorns as a grape vine. A single berry reaches the size of a man's thumb. It has a flavor resembling the California Wild Blackberry. The core is very small and seeds are so fine that they are hardly noticeable when eating.

If you plant any berry at all, plant the Cory Thornless Blackberry, as it has never failed to bear.

This berry should be raised in bush form, not higher than five feet above the ground, or on trellises. In states where the weather goes below zero, vines must be covered with straw or sacks for the first two years (just like the roses), until the same become acclimated.

### PRICES

Strong well rooted tips, carefully packed: Five tips for \$1.00 (smallest amount delivered); \$2.00 per dozen; \$12.00 per hundred; \$110.00 per thousand.

Transplanted plants: Three plants for \$1.00 (smallest amount delivered); \$3.00 per dozen; \$15.00 per hundred; \$125.00 per thousand.

Ready for shipment after January 1st.

## Diener's 1924 Delphinium Hybrids

They are positively the finest and largest flowering varieties ever sent out. They form immense long spikes, and range in all colors from very pale to deep blue, a single flower measuring from two to over three inches across. Many of the seedlings are entirely free from mildew, and the majority are little affected by it. We especially recommend this variety for bedding and cut flower purposes. Try a package—they are surely moneymakers. They will flower three months after sowing and are perennial.

Per Trade package.....	\$ 1.00
½ Ounce.....	10.00
1 Ounce.....	16.00

## Vanderbilt's Hybrids

These Delphiniums produced by Newell F. Vanderbilt are a cross between the California wild delphinium (which are absolutely mildew free) and some of the best varieties in existence. The result is an almost mildew free delphinium. They are valuable for the production of cut flowers, as they give three successive crops in one summer, and all summer long are full of fine long spikes. We are the sole distributors of this strain. They come in all shades from light to dark blue. Almost all colors are iridescent, and the flowers of large size.

Trade package .....	\$ .50
½ Ounce .....	5.00
1 Ounce .....	8.00

### Directions for Sowing Delphinium Seed

Delphinium seeds cannot be treated as other types for proper results. They must have a period of 12 to 20 days at low, steady temperature, and be kept moist. Seeds should be started in boxes placed north of a fence or bush in any month of the year. Plant on firmed soil, a mixture of sand and leaf mold. Use NO fertilizer. The soil should be porous to absorb the water. Cover to the thickness of the seed and pack. Sift powdered Sphagnum moss, peat or powdered leaf mold over the surface to insure surface moisture. A little coarse sand on this will hold down when watering.

When true leaves appear, flat at once, before roots begin to spread. Fast growing seedlings are usually the poorest in type, likewise the quickest to germinate. Consider this when selecting the seedlings.

## Diener's Hybrid Freesia Seed

The size of the flowers are two to three times larger than Freesia Purity, from snow white, lilac, lavender, deep blue and yellow in all shadings of the rainbow. Having strong stems, they are the highest perfection of the freesias today.

Price per 100 seeds .....	\$1.00
Price per 1000 seeds .....	5.00

## The Aztec Bean

The Aztec is one of the largest beans known. It grows in bush form, just like the Lima bean, and is a perennial in places where it is not too cold or frosty. It grows like any other bean, but stands a great deal of drought. The flavor is unexcelled, and it may be eaten either as a green bean, or dry like the Lima. It is very prolific, and we recommend all to give it a trial. An early Spring frost will not harm this variety.

Price per package .....	\$ .50
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## Cucumber Seed "Sensation"

This cucumber has proven to be the most valuable variety for forcing under glass and in hotbeds as well as for outdoors. In a greenhouse, with a temperature of 70 degrees, the fruit will be ready for market one week after flowering. The fruit reaches a length of 12 inches and is of a deep green color. One plant will bring from 270 to 300 perfect fruit in one season. In order to get more fruit from a vine, never allow any of the fruit to ripen on the plant; as soon as they reach the full size, pick immediately.

Price per package .....	\$ .50
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## Statice Sinuata (Everlasting)—"Deep Blue"

A new very valuable cut flower originated by us. It is a perennial which grows about 20 inches high and flowers continually. The flowers when cut will last for several years. This variety should be given a trial.

Price per package .....\$ .25  
Price per pound ..... 3.50

## Statice Sinuata Mixed Hybrids

In colors of white, yellow, lavender, pink and lilac. The colorings in this variety are very delicate.

Price per package .....\$ .25  
Price per pound ..... 3.50

### Directions for Sowing Statice Seeds

Statice seed should be sown in a sandy leaf mold soil. Even off the ground well, then sprinkle the seed over the surface and press it in with a flat board. Do not cover. Water thoroughly and cover with a sack or burlap, which should be kept moist continually by sprinkling same 3 or 4 times a day. As soon as the young plants appear, which will be in 7 to 8 days, the sacks should be removed. Care should be taken to prevent the snails from attacking the young seedlings. Sprinkle lightly with air-slaked lime.

## Pansy Seed "Giant Excelsior"

A most beautiful Pansy mixture, containing every color of the rainbow. The single flowers are of the very largest size. They are ruffled and fluted, and for bedding purposes are unexcelled. The best seed that money can buy.

Per package .....\$ .50  
1/8 Ounce ..... 1.50  
1 Ounce ..... 10.00

### Directions for Sowing

Any rich, sandy compost soil or old hotbed soil is good to sow the seeds out in, either in boxes or hotbeds. Level off the ground and sow the seeds thickly. Cover to the thickness of the seeds with same soil and keep moist. As soon as the seedlings have from two to three leaves, transplant them to two inches apart in boxes or in the open.

## Primula Malacoides Diener's Hybrids

They are the results of three successive crosses between Primula Malacoides and Primula Obconica. The flowers are two to three times larger than Primula Malacoides and the colors are much deeper. They range from a deep lavender to almost red. The plants grow stronger and are not so apt to rot off easily. A great improvement on Primula Malacoides. These flowers are favorites for pot plants and winter cut flowers.

Per package (about 300 seeds) .....\$ .50  
Per dozen packages ..... 5.00

\* \* \* \* \*

Richard Diener Company,  
Kentfield, California.

Gentlemen:

Wish to say that the Petunia and Pansy seed purchased from you in the spring did wonderfully. Although only an amateur the blossoms produced were as fine as any I have ever seen by a professional florist, which speaks very highly for the seed. I hope to send you another order in the Spring.

Yours truly,

Columbus, Ohio,  
Sept. 13, 1924.

P. L. COPPEL.

\* \* \* \* \*

Richard Diener Company,  
Kentfield, California.

Dear Sirs:

We tried your tomato this year and had wonderful success. Some of the fruit weighed 2 lbs. and 7 ozs. Considering the cold wet spring we had, they were remarkable indeed, as they got a very late start.

Yours truly,

MRS. PAUL C. CALLAWAY,  
Columbus, Ohio.

Wilmington, Delaware.

## Gladiolus Culture

### SOIL

Gladioli will grow in almost any kind of soil, but a heavy clay or adobe soil, containing some sand seems to be the ideal ground for them. The ground should be well spaded in the spring, and if it is not rich enough, some bone meal, or old, well-rotted fertilizer should be spaded under. Do not use any fresh straw fertilizer, as this always has a bad effect on the health of the bulb.

### PLANTING

As to the depth that the bulbs should be planted, that is a question of locality. Where there is lots of rain and storms the bulbs should be planted as deep as three inches, but we find that the bulbs do best, taking into consideration growth and increase of bulblets, when they are planted to a depth of about one inch or thereabouts.

Early planting gives the largest amount of bulblets, and later planting the least. By planting at intervals of 10 days, from the early part of April to the first of July, a succession of blooms can be had until late Fall. If bulbs are planted in smaller quantity, plant the smaller ones first, as this gives them a better chance to develop, and, as the larger ones are of greater substance, they are better fitted to be kept longer. If planting on a larger scale, plant at intervals using both large and small bulbs, thereby spreading the blooming season still further.

Gladioli, in order to develop to perfection, should be planted in an open spot where the sun will strike the whole day long. Where they are planted in the shade or under trees, their growth is stunted and the colors do not come out to perfection. As our Gladioli varieties are naturally very large, we do not recommend any heavy fertilizing. Heavy fertilizing will produce much larger flowers, but at the same time will lessen the vitality of the bulbs. In such cases the bulbs will easily die during the winter as a result of it. We recommend top fertilizing with dry blood and bone meal (equal parts of each), mixed with the soil, working it in with a hoe. Liquid Cow or Sheep manure (if not overdone) is very good too, without any harm to the bulbs.

### CULTIVATING

At all times from planting until the bulbs are taken up, the ground should be well cultivated and free from weeds. This is very essential. Some provisions must be made to protect the stalks from being broken down by the wind or rain, as when the buds begin to form, the spikes get very heavy and fall easily. The best way to do this is to plant the Gladioli in rows; then drive in laths, one in each side of the row, every four feet apart; then run two lines tied to the laths on each side, one line two feet high and the other three feet high. This is a quick and easy way.

### WATERING

Newly planted bulbs should have no water under any condition, as the moisture of the ground is enough to bring them out. Do not water until they are from 6 to 8 inches high. We have found from experience that much damage can be done to the bulbs in this way. After they reach the height of 6 to 8 inches they want all the water they can get. Give them plenty until they begin to flower. Even after they have flowered they should have just as heavy a watering for at least a month. When the flowers are open do not water while the sun is shining, as this will surely ruin the blooms. Water either early in the morning or late in the evening.

### CUTTING

When the flowers are cut there should be at least 4 full leaves left on the bulb, and the cutting of the flowers should be done by punching the point of a knife sideways into the stem, and then by cracking the stem over. Many people make a mistake when cutting flowers, as they cut all of the leaves away. By doing this the shock on the bulb is so great, that it may die over the winter. The new bulbs build out after flowering and need as many leaves as possible to accomplish this. For this reason—spare the leaves. Many people do not allow seeds to form, but this is wrong. Seed pods should be allowed to form, as this helps build out the bulb and is of real benefit to it.

### DIGGING AND CURING

When digging the bulbs, do not cut the leaves off at once. Leave them on at least for 10 days or two weeks. Pile them out in the open so that the green leaves will throw the moisture out of the bulbs and help the bulbs to ripen naturally, but in rain or frost, any dry place will do to dry them. If left in the open do not leave them in the full sun in Southern localities, as the rays of the sun may easily bake the bulbs and spoil them. A covering of sacks or burlap will prevent baking. After the green is cut off, leave them in a frost protected place for at least another two weeks. Then test the bulbs to see if they come off the old bulb readily. There is a certain period, deter-



mined by the climatic conditions, when the bulbs can be removed easily. Then the bulblets should be taken off and stored for next year's seeding. The outer husks should be taken off the bulbs, leaving them with a clean and silky appearance. The rest of the covering should be left on, as this is for the protection of the bulbs.

Great care should be taken that this operation takes place at the proper time, as on the other hand if they are left in the outer shell too long, they will become hardened again.

#### STORING

They should be put into well ventilated boxes not more than six inches deep. They should have a free circulation of air at all times. Keep dark if practicable.

#### NOTE!

Gladioli have their enemies, just as well as any other plants—insects and fungi. For this reason, in order to keep the plants healthy, one should take precautions against the aforesaid. A Bluestone Solution: 1 pound of Bluestone, 100 pounds of water. The bulbs should be dipped into the solution from 3 to 5 minutes just before planting. (Some use Formaldehyde Solution for the same purpose.) In ground where the leaves show too light a green, either treat it with Scotch Soot or sprinkle the ground with fresh Portland cement. This will darken the leaves and make the plants much healthier. Under no conditions do we recommend nitrate of soda or any other chemical fertilizer.

In order to propagate Gladioli quickly, we would suggest to cut large size bulbs in half. To do this correctly it should be done the day of planting; for if left out of the ground very long after being cut they may easily rot. By removing all the husk or silk, you will notice that the eyes are located on opposite sides, so divide the bulbs vertically through the center, so that each piece has at least one eye. The bulbs should be cut once only. No more than two halves from one bulb. We have been doing this with our bulbs, and this process has yet to fail us. In order to get the most bulblets from one bulb, they should be planted as early as possible. We find that the bulbs that have the top part of the bulb out of the ground have the most bulblets.

## Petunia Culture

Our new Ruffled Monster Petunias have brought this strain in very high favor all over the world. For this reason the cultivation of the same is being taken up everywhere on a much larger scale than ever before, and as many of our customers have asked for the best cultural directions for them, we are giving some instructions as to the best way of growing them in pots.

#### TRANSPLANTING

When the young plants reach the stage where they have from 4 to 5 leaves, they should be transplanted into 2½ to 3 inch pots, and after the roots are well filled out, which will be from 3 to 4 weeks after they have been potted, they should be shifted into 5, 6 or 7 inch pots. When transplanting, great care should be taken that only the root part of the Petunia is in the ground, and all of the plant part is out of it. Plants, when transplanted, are often set deeper in the soil, and under such conditions, they either damp off, or it takes them a long time before they continue their natural growth. This is the most important point of all Petunia Culture, and should be taken very deeply into consideration; RATHER PLANT HIGHER THAN TOO LOW.

#### SOIL

Petunias are great feeders, and require rich ground. Any good compost or old hotbed soil, with about 1/6 clean sand added is good. Bone meal and dry blood should be added in moderate quantities. This should be thoroughly mixed in the soil before the soil is used.

#### LOCATION

Petunias need plenty of light and hardly any shading. When raised in greenhouses or hotbeds, they should be as close to the glass as possible, and should also have plenty of ventilation. When planted in the open or in a bed, the sunniest and most open spot in the garden will be the best for them, but half shade will do if there is no other place available. For winter flowering in conservatories, they are the most satisfactory plant today, as they are continually in flower, providing the seed pods are removed, but if left on they will retard the blooming. Therefore, remove the seed pods as soon as they begin to appear.

#### COMMERCIAL VALUE

For florists, for Easter pot plants they are the most preferable of all flowers. Florists that have taken up this culture tell us their customers will buy our Giant Petunias first of all, when making their selections from a large display of choice flowers and plants. Commercially, they have an unlimited future.

## Testimonials

Messrs. R. Diener, Inc.,  
Kentfield, California.  
Gentlemen:

438 Broadway, Greenville, Ohio,  
August 1st, 1924.

Some people told me that California Gladiolus bulbs would not do well this far east. Now I want to tell you that the bulbs I got from you last spring have bloomed, every one of them. They are wonderful. The best flowers I have, came from you. "Sunset" created quite a sensation among the Glad fanciers of this town. The Ruffled Monster Petunias were beautiful.

Yours truly,  
HARRY VANCE.

\* \* \* \* \*

Richard Diener Co.,  
Kentfield, California, U. S. A.  
Dear Sirs:

11 Templar St., Christchurch, N. Z.  
July 17th, 1924.

I suppose it is customary for your patrons to acknowledge receipt of orders, hence this note. I must state my order arrived in splendid condition, was packed in a manner to excite admiration. Your packing is evidently on a par with the high standard of your originations. I certainly received value in excess of what I bargained for, inasmuch as many of the kinds received were much larger than I ordered.

Yours gratefully,  
G. T. TAYLOR.

\* \* \* \* \*

Richard Diener Co.,  
Kentfield, California.  
Dear Sirs:

Marysville, California,  
January 7th, 1924.

Enclosed find Money Order for Diener Tomato Seed. I have had such wonderful success with your large delicious tomatoes raised from your seed, that my garden would be incomplete without them.

Yours truly,  
MRS. TOM T. SMITH.

\* \* \* \* \*

Richard Diener Company,  
Kentfield, California.  
Gentlemen:

100 South First West,  
Cedar Rapids, Iowa,  
September 3rd, 1924.

I had some of your bulbs in my Glad garden and out of the 3500 bulbs in it, Katherine F. Hess (5 1/2 ft.), Mrs. Newell Vanderbilt (6 1/4 ft.) and Mrs. Leon Douglas (6 ft.) were the finest and largest. Richard Diener is also very fine. Henry Ford (1/4 size bulb) is 4 1/2 ft. tall and a fine spike. Eldiva and Pola Negri are also very fine. I have many high priced bulbs but yours were the best of all.

Yours truly,  
F. J. HORAK.

\* \* \* \* \*

Richard Diener Co.,  
Kentfield, California.  
Gentlemen:

Manchester, Vermont,  
October 25, 1924.

We grow Petunia plants for sale, also for use here in the cemetery. This is a great summer resort and our cemetery is one of the show places of the country, so tourists tell us, and hundreds from all over the United States inquire about our Petunias. They say they have never seen anything anywhere to compare with them and numbers have taken your address.

Respectfully,  
A. H. DARLING, Superintendent  
Dellwood Cemetery Ass'n.

\* \* \* \* \*

Dear Mr. Diener:

Carpinteria, California,  
October 29th, 1924.

A few days ago I received your new list of plants. I see you have a number of beautiful new gladioli. I have yet to see any to equal yours in size and coloring.

Some friends of ours here have raised your tomatoes and are very much pleased with them.

Yours truly,  
ALICE R. SHELDON.

\* \* \* \* \*

My dear Mr. Diener:

Route 3, Longmont, Colorado,  
September 24th, 1924.

Just a line to say that the stock bought of you last winter has made a nice growth, blossomed, and every bulb true to name, so we are well pleased. Accept our thanks for good service.

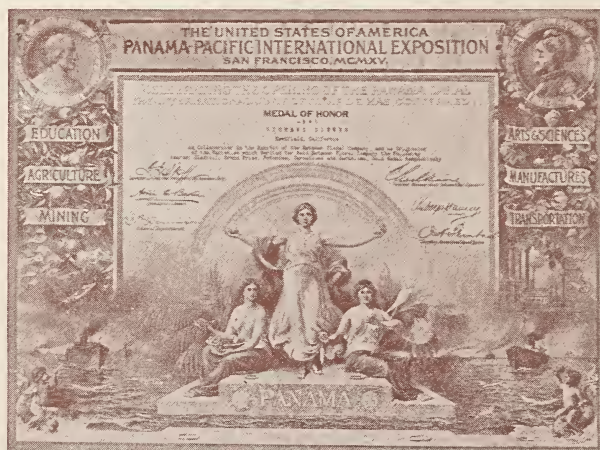
Cordially yours,  
N. W. TALBOTT.





## AWARDS

received  
for the various  
display of  
our products



MEDAL  
OF HONOR  
conferred upon  
Richard Diener  
at the  
World's Fair  
San Francisco  
1915



✧ Society of American Florists ✧

AND  
Ornamental Horticulturists.

*This is to Certify that*

*Richard Diener*

HIGHLY COMMENDED

*for* Gladioli

*Exhibited at Convention, San Francisco, August 1915.*

*Patrick Walsh President John Young Secretary*



Medal of Honor  
conferred upon  
Richard Diener  
at the  
World's Fair  
San Francisco 1915



Gold Medal  
for  
Diener's Ruffled  
Monster Petunias  
at the  
California Land  
Show  
San Francisco  
October 13-28, 1917





# The Laws of Hybridizing

*Discovered by Richard Diener*

The first workable laws ever discovered in Plant and Animal Breeding. Any form, size of flowers, fruit and grain can be obtained by the application of these Natural Laws in the quickest possible way. All of our Gladiolus, Petunias, Amaryllis, etc., were obtained by applying these Laws, anybody doing any plant or animal breeding should know them in order to gain the desired results.

Included is an explanation of what Plant Life is; Animal Life in relation to Plant Life; What plant sports are, and other valuable information. Elegantly printed and illustrated. \$5.00.

## RICHARD DIENER

*Kentfield, Marin County, Calif.*

NOTE—Checks or money orders sent in for this book should not be included in payment of any seed, bulb or plant order and should be made payable to RICHARD DIENER only.

\* \* \* \* \*

Mr. Richard Diener,  
Kentfield, California.  
Dear Mr. Diener:

Normal, Illinois,  
February 5th, 1924.

Since my little visit with you I have carefully reread your book of "THE LAWS OF HYBRIDIZING" and I appreciate it very much, more than ever. You have more boiled down information in this book than I have ever succeeded in getting outside of the first real contribution that was ever given to heredity by Mendel and the nice thing about it is the demonstration of your laws in the plants you have given the public.

Yours sincerely,  
A. M. AUGUSTINE.

\* \* \* \* \*

Richard Diener Co.,  
Kentfield, California.  
Gentlemen:

522 Western Ave.,  
Glen Ellyn, Illinois,  
October 13, 1924.

This is to advise you that I have received RICHARD DIENER'S "LAWS OF HYBRIDIZING" and find the contents very clear, concise and interesting. Needless to say, I intend to practise them next season and expect some very interesting results.

Very truly yours,  
HARRY ANDERSON.















*Tritoma*

DIENER'S  
HYBRIDS